

The American Perfumer

and Essential Oil Review

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OTTO OF ROSE D'OR

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New York	Kazanlik, Bulgaria

The American Perfumer

and Essential Oil Review

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Our Readers Foresee Growth of Industry

IT is always a pleasant and a profitable task to read the contributions to our annual symposium. Coming, as they do, from houses in all parts of the country and representing all types of enterprise in the fields which we cover, these well-prepared letters give an excellent cross-section of trade opinion, not only on the prospects for continued prosperity, of which there can be very little doubt, but also covering the treatment of many vexing problems which the perfume, soap, toilet preparations and flavoring extract industries must meet in the future.

This year, they are more soberly optimistic and less non-committal than usual. There is more straightforward discussion and meeting of problems. And there is more indication of definite and constructive thought than ever before.

We feel, that in presenting the replies, we should congratulate the industry on the fact that its executives realize the importance of many of these questions, that they have given them much thought and attention, and that most of them have formed definite opinions as to how solutions may be reached. It is neither necessary nor desirable that there should be complete unanimity. Differences of opinion will exist and are valuable in that they lead to intelligent discussion and interchange of views.

In preparing for the symposium, we offered a few suggestions to our readers. These by no means covered existing problems but they seemed to be among the most vital and pressing. We have not attempted to catalogue or classify the replies but in reading the letters we have found that there is a distinct preponderance of opinion to the effect that mergers and combinations are by no means harmful, and may possibly be very beneficial. Greater difference of opinion exists as to the effect of the newer channels of distribution. More observation of the chain perfume shop and the beauty shop is obviously required, but the need for better means of checking credits and financial ratings of such establishments is clearly disclosed.

We note that the problem of foreign competition received less attention than might have been expected. Doubtless this is due to the fact that manufacturers realize that its menace is greatly exaggerated and that for every dollar of business taken by the foreign houses they have created an additional dollar of business for

others through their work in popularizing cosmetics and their far sighted advertising methods.

There can be no doubt that manufacturers in all of the fields which we cover are optimistic for the future. Virtually all of the replies indicated that 1928 was a better year than 1927 and every one predicted an increasing and improving market in 1929. We heartily subscribe to this opinion and express the hope that the views of the contributors to our symposium will be fully realized in the increased business, which seems almost certain to follow the industry's efforts during 1929.

A "Mis-Branded" Law on Cosmetics

FAILING in two efforts to secure the passage of anti-cosmetic legislation in the state of New Hampshire, proponents of such restrictive legislation are now attempting to bring about the same result through a bill announced as a proposal "to liberalize the Food and Drugs Law" of the state. The new bill, which has been filed with the Secretary of State, would give the state Board of Health almost unlimited powers, even to prohibition of the sale of cosmetics within the state, when in the opinion of the Board they are "adulterated or misbranded" within the meaning of the act.

Of course, we are strongly opposed to the enactment of any such legislation. If no other reason existed the fact that no cosmetics legislation is necessary save in the minds of a few fanatics, would be sufficient to condemn it at the outset. But there are other reasons why we believe this measure to be especially iniquitous.

In the first place, the manner of its presentation condemns it at once. It is not in any sense as advertised a bill "to liberalize the Food and Drugs Law." It is an "adulterated and misbranded" bill, in that it seeks to foist upon the public a bad law under a false and misleading label.

Second, it would establish a dangerous precedent in defining a toilet preparation as a "drug", a precedent fraught with serious consequences not only for the manufacturer of toilet preparations, who would be subjected thereby to the pharmacy laws of the state, which are wholly inapplicable to his business; but also to the druggist, who would under the act, be made liable for alleged violations of the law as it relates to toilet

preparations. Neither group should bear any such undue burden.

Finally, the proposal would give the state Board of Health autocratic powers over the sale and manufacture of preparations never intended to come within the supervision of that body. It is possible to foresee all manner of evils arising out of such assumption of authority and no benefits whatever resulting from such control.

The Federal Food and Drugs Law is a good law and the New Hampshire Food and Drugs Law, which was patterned upon the Federal statute is likewise a good law. It would be a grave mistake for New Hampshire or any other state to begin amending its state laws in such a way as to injure the purposes for which they were originally enacted, or to bring about disrespect of these laws and possible "bootlegging" of products covered by Food and Drug legislation.

There should be no doubt as to the fate of this measure, when and if it appears before the legislature, but we strongly urge all manufacturers of toilet articles to work for its defeat. Prompt co-operative effort only will avail to defeat this and any other similar measures which may be proposed.

The Tariff on Perfume Bottles

ONE of the most important schedules upon which some adjustment is sought from Congress during the coming tariff revision, attention to which has been directed by the resolution of support adopted by the Executive Board of the American Manufacturers of Toilet Articles, is that devoted to glass bottles. The American manufacturers of fine glassware for the perfume industry have met many difficulties with great fortitude and have continued in spite of these difficulties to give service to manufacturers of perfumes and toilet preparations. It is interesting to note that their work has been appreciated and that the perfume manufacturers, through the A.M.T.A., are now willing to accord recognition to the claims of the glass industry for more adequate protection.

The question of protective schedules remains for Congress to decide but certain suggestions which have been made are held to afford at least a basis for equitable rates of duty and a fuller measure of protection to this important industry.

The cost of packages is not the determining factor in the success of the perfume industry. It has long been contended that American bottles should receive the preference in any instance where their manufacturers are able to supply them at fairly competitive prices. Due to the difference in wage scales here and abroad, and the fact that the present tariff schedules are by no means protective, the American glass bottle industry has not been able to accomplish this to the satisfaction of the perfumers or itself in the past.

The aim of American tariffs, aside from the purely revenue features has been to equalize the costs of production here and abroad. It is held by many that the following proposals, which might equitably be made on behalf of the manufacturers of bottles would accomplish this end and at the same time do no harm to the toilet preparations industry in which so large a share of the market for such bottles lies.

OUR ADVERTISERS

THE GEORGE L. DYER COMPANY

New York City

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
81 Fulton St., New York City.

GENTLEMEN: We are very glad to be able to advise that the Aluminum Company of America has been well satisfied with the results obtained from the use of inserts in the AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, directed at the broadening of its market for Aluminum Collapsible Tubes.

The schedule has resulted in a number of substantial inquiries—and it is their opinion and ours that the investment involved in both preparation and space has been entirely worth while.

Very sincerely,
W. L. Doty, Vice-President.

These proposals are briefly as follows:

"1. Duties on any glass stoppered bottle should be an adequate figure, probably somewhat higher than the present ad valorem schedule of 55%.

"2. An additional duty of 15% ad valorem should be assessed on bottles bearing any decoration of any kind which would remove the bottle from the class of plain smooth-sided ware, whether the decoration is made in the mould or not.

"3. A still further duty of 20% ad valorem should be imposed upon bottles decorated by cutting, coloring, grinding or polishing or any additional hand or machine labor after the bottles have left the mould (other than stoppering).

"4. These rates should apply to the containers of finished perfumes as well as to empty bottles, whether or not the container is of such a kind as is ordinarily used for "holding and transporting merchandise", in order that the tariff between the importer of empty bottles and the importer of bottles holding finished perfumes may be equalized.

"5. Meanwhile, pending the enactment of new schedules, the industry should be given the benefit of an increase of 50% in the present rates as authorized by the flexible provisions of the present tariff law."

As a basis for assessing duties under the new tariff law, these proposals seem to some to be eminently sensible and in line with the best American tariff practice in the past. It is held that neither the American manufacturer of toilet preparations and perfumes, nor the foreign houses operating manufacturing branches here, will be injured by them and it is also contended that the service of the American bottle manufacturers to both of these groups will be materially improved by the enactment of schedules giving adequate protection. They seem likely to meet with no great opposition from those who are looking for the continued success and progress of the perfume and toilet preparation business in the United States.

Industry Foresees Good Business in 1929

*Annual Symposium Brings Out Differences of Opinion on
Mergers, Beauty Shops, and Foreign Competition
But Agreement on Prosperity*

THE judgment of leaders in the perfume, toilet preparations, soap and flavoring extract industries, gathered in our annual symposium which is presented herewith is that 1929 should be an excellent year for these lines of trade and industry. For the most part, the replies received to our questionnaire show that 1928 was a good year as compared with 1927; but all agree that 1929 should exceed 1928 by a good margin and many predict a startling increase in business. The tone of optimism is more pronounced in some letters than in others, but it is a distinct feature of all and one which augurs well for the future.

As a guide in the preparation of letters, we asked our readers five questions which cover, or seem to cover, some of the most important problems which our industries are to meet during 1929. Out of the numerous replies, presented below, may be culled varying shades of opinion on many of these questions. Unanimity was not to be expected on such topics as the effect of mergers and combinations, the results of beauty shop and chain perfume shop distribution and the methods of meeting foreign competition. It is interesting to note in what direction the consensus leads on these topics.

A very limited number of our readers preferred to remain anonymous in voicing their opinions. Naturally their wishes have been respected, but we wish to print one significant letter which came accompanied by such a request. It reads:

Question 1—What is your opinion of the effects of merger combinations in our industry?

Answer: More economical production and distribution.

Question 2—How did business in 1928 compare with business in 1927?

Answer: Slightly less in volume, but more satisfactory in results.

Question 3—What are the prospects for growth and development in 1929?

Answer: The best since the war for real meritorious merchandise.

Question 4—How do you regard the development of comparatively new outlets, such as the Beauty Shop and the Chain Perfume Shop?

Answer: We are not advised since our distribution has been through other channels.

Question 5—How should the American manufacturer meet foreign competition?

Answer: For perfumes and perfumed articles, amend import laws and regulations, requiring certified formula making up perfumed compounds, with full authority to analyze confirming certified formula. Other toiletries, economical mass production and distribution of meritorious merchandise, and amendment of Pure Food and Drugs Law, labeling to prevent fakes.

On the question of mergers and combinations, we find a large preponderance of replies commenting favorably on

the trend or at least finding no harm to result from it. Opinion seems to be that where economies can be produced by mergers, they will be successful but where they are merely schemes for financing or stock selling, they are likely to fail. The small dealer, in the opinion of our contributors, has less to fear than he may think, for, it is pointed out, there will always be room for the small personally managed business, especially in the field of perfumes and toilet preparations in which the personal element and the personal touch are often important to success.

We find more or less violent disagreement when the matter of beauty shop and chain perfume shop distribution is considered. Opinions range from extreme objection, to the highly optimistic view that these may solve all distributive problems and also aid in settling the matter of foreign competition. Many feel the importance of these shops but desire more time to consider the problems which they present. Unfortunately, in some instances there is a tendency to ignore them altogether although their growth is becoming more and more a matter of importance.

The same disagreement, although perhaps less extreme is seen on the question of foreign competition. And the same reluctance to consider the matter is also noted in many of the letters. Some very valuable suggestions as to manufacture and packaging are voiced by some correspondents and these may well have serious consideration from all members of the toilet preparations industry.

Below are presented the replies which we received to our questionnaire. They cover a wide range of opinion and should be of great interest to any manufacturer of toilet preparations. Considering them as a whole, it is apparent that the industry looks with confidence to the future and expects bigger and better business in all branches of the trade during the coming year.

* * * *

President of the A. M. T. A.

Larkin Co., Inc., Buffalo, N. Y., J. A. Handy.—As a background for my outlook for the coming year, I would say that during the past year the American perfumery industry has been more alert and taken more aggressive and efficient measures to maintain its prestige against ever increasing foreign competition. It has been a year of improvement in the general tone and quality of our American products, as well as one of intense selling effort and enlarged national advertising policy on the part of the large manufacturers. Our industry has reflected its share of the ever increasing national industrial policy of forming mergers and combinations.

Economically, mergers and combinations are supposed to be sound business practice. However, the writer is inclined to believe that the important elements of personality and individual responsibility and pride of achievement in quality and service, so necessary in the highest esthetic development in the art of perfumery, are more or less sacrificed in large corporate mergers. More and more

personal leadership and contact in our industrial life, which is reflected through an efficient and responsive business organization, is going to beget public confidence and support.

Large mergers and combinations merely as a means of high finance, and not as a more direct and personal responsibility of service, quality, and progressive development, are not constructive factors in our industrial life.

The writer is in favor of mergers which are based upon sound economic principles and which, because of the large combination of capital and co-ordinating of research and technical skill in the production, sale, and distribution of merchandise, will give to the public better quality, improved service, and more efficient and up-to-date products.

The writer is looking forward to a larger growth and

ability as an organizer, and his thorough knowledge of business, should give the business man faith in his plans for expansion.

Mergers and combinations are here to stay. The ever increasing cost of distribution has made them inevitable. Let us hope though, that in the desire to cut costs, quality will not suffer.

In our own industry such a course would be suicidal, for after all there is a large element of art in the toilet goods industry that must suffer a serious decline if the bugaboo of cut prices is ever present. Herein, it seems to us, lies the secret of French success—they will not permit cost to influence the artistic conception and execution of either product or package.



J. A. HANDY



H. H. BERTRAM



D. J. MULSTER



C. M. BAKER



G. H. BURNETT



NORTHAM WARREN



RALPH ARGONSON



V. C. DAGGETT

development of our industry in 1929. The developments of the comparatively new outlets, such as the beauty shop and the chain perfume shops, if kept under reliable and responsible management, should be good avenues of distribution.

If the American manufacturer does not want to suffer as the result of foreign competition, he must develop the same aggressive, up-to-date policy of merchandising as his foreign competitor; granting, of course, that our industry has ample tariff protection to enable us to maintain our American standards of living.

Vice-President of the A. M. T. A.

A. P. Babcock Co., New York City, H. Henry Bertram, president. We believe that Mr. Hoover's election means the endorsement by the great American public of those policies inaugurated by President Coolidge which have made for increasing and continuing prosperity. Mr. Hoover's great

Secretary of the A. M. T. A.

Mulhens & Kropff, Inc., New York City, Daniel J. Mulster, secretary-treasurer. As far as the prospects for next year are concerned, we consider them excellent. This is not only our opinion but seems to be the consensus among business authorities and bankers throughout the country. We believe that business in general has good reasons to look forward to the new administration in Washington, which comes into power in March. We believe that a man of Mr. Hoover's type will not only help business constructively but also that he is certain to have a psychological effect upon general business which will be very helpful.

Our business for 1928 was very good, although the increase over 1927 was not all that we desired. However, we were not discouraged in any way, and we understand that this condition prevailed generally throughout the toilet goods industry.

We do not think that the effect of mergers and combinations upon the toilet goods industry will be good. It will tend to destroy competition and we believe that eventually, if the series of mergers continues, that there will be new legislation on the part of Congress and possibly the State legislatures to control such a monopolistic tendency. The continued growth of the chains in the drug field is also a serious problem and perhaps a discouraging development as far as the manufacturer is concerned. Here again, competition is destroyed and the independent druggist is being placed in a dangerous position. Some of the chains already are featuring lines of toilet products under their own labels. This, naturally, adds sales resistance to the nationally advertised and better known brands.

As far as the new outlets, such as beauty shops, and chain perfume shops are concerned, we are not enthusiastic regarding them. If a line is sold through such stores, there is bound to be a falling off in sales through the druggists, because the minute you start distributing a group of products through chain perfume shops, the druggists will lose their enthusiasm and will cease to co-operate and push the line. We do not think that the beauty shops and chain perfume shops will hurt department store trade very much. As far as the chain perfume shop is concerned, it will be more inclined to push higher priced lines and will undoubtedly specialize on the imported lines.

We believe that the manufacturer can meet foreign competition by aggressive sales methods which will combat a tendency among American women to buy imported products, whether or not the imported products are better than the domestic. There is a certain glamor and lure which draws the American consumer toward the product with the French label, and this French label influence is greater than the influence of quality. The American manufacturer, of course, should endeavor to keep the quality of his product up to the quality of the foreign products or even better, and he should also try to improve his packages so that they are equally attractive.

Naturally, advertising to the consumer and to the trade has its influence and we are planning to continue our campaign through 1929. We are working vigorously to effect an increase in sales this year and we have no reason to doubt that 1929 will be an excellent year for No. 4711 toilet products, for which we have established a steady trade through the years and which, more and more, women are coming to know as standard.

Bourjois, Inc.

Bourjois, Inc., New York City, B. M. Douglas.—The past year has been characterized by a tremendous fight between two of the larger foreign manufacturers for business, in the way of exceptional offers along the lines of free goods—competition on prices, leading to very salient reductions on certain items—competition on credits, evidenced by the acceptance of large orders regardless of the financial standing of many of the houses purchasing—extension in the time, in the case where payments for merchandise shipped should mature—tremendous expenditures, out of the ordinary, in advertising—and national and local window displays, etc.

All this appears to have led to an increased demand on the part of the buying public for toilet goods and this increased demand has, I believe, extended to other lines outside of these two highly competing elements in the business. I have no doubt that many houses have profited by this demand, but whether the profits have been consistent with

this demand, I am unable to state—but it is not improbable.

As far as I can see, all this increased output has been accepted by the consumer, and it is my opinion that stocks have been sold, and I see no evidence of general overstocks. The demand, evidenced by purchases since the first of the year, exceeds that for the same time in previous years.

It would appear to me, therefore, that generally the business is in a healthy condition. The outlook for this year seems very favorable and all signs point toward a better than ordinary business in toilet goods for 1929.

Improvements in merchandise in the toilet goods business are continual. The consumer seems to be getting better items for the same, and even for less money, and conditions in this line are very promising.

There is a danger of unfavorable tariff action in Washington and, if this occurs, it will militate not only against the foreign manufacturer, but seriously against the domestic. Such action is uncertain, and, outside of a general desire to advance all duties on everything, there has been nothing formulated which could be criticized. It is only the general feeling on the part of the legislators that I am referring to.

Domestic manufacturers should be assisted along the lines of their necessary imports for manufacturing purposes, and duties on many of the items used by them in their business should be materially decreased and some placed entirely on the free list. In this way, they will be able to manufacture at prices which will give them a better opportunity for extension of business in this country and, what is of great importance also, will put them in line to be able to compete with foreign manufacturers for export to the other countries of the world.

To sum up, the prognosis for the business in the toilet goods line is extremely encouraging. Barring ill-advised action in Washington, general conditions and the future are bright for all toilet goods manufacturers.

Woodworth, Inc.

Woodworth, Inc., New York City, R. H. Aronson, president.—Looking back over the year 1928, we find that the cosmetic and toilet preparations industry has made tremendous strides in placing the industry on a much firmer foundation in the public's eye than in former years.

The industry, which formerly was looked upon with doubt and reservation in financial circles, is now accepted by the same financial circles as an industry which is worthy of financial and public support, and, accordingly, the industry is bound to progress even further than it now has on account of this general recognition of its true worth and stability.

With the growth of any industry competition becomes increasingly keener and certain unsound practices are indulged in by manufacturers to obtain a foothold in channels of distribution. Such practices, however, while a temporary panacea usually react as a boomerang upon the indulging parties with disastrous results to themselves, so that while other manufacturers are upset no damage is done in the end except to the manufacturers who initiated them.

In the present day mergers are becoming the vogue both with manufacturers and distributors, all due to the desire for more economical manufacturing and selling methods and a more sound method of retailing. These mergers should be of ultimate benefit to the industry as they should increase the desire for greater co-operation between the manufacturers themselves, which means the elimination of unsound business practices.

New channels of distribution, such as beauty shops and chain perfume shops, are growing and eventually these should prove to be of value as distributing agencies when they become established on a firmer basis of sound principle than now exists.

American manufacturers should have no fear of foreign competition as the United States is a large enough market for both foreign and domestic products of value.

Conditions seem to indicate that 1929 will be a prosperous year throughout the country with increasing sales by the industry.

Pond's Extract Co.

Pond's Extract Co., New York City, C. M. Baker, vice-president.—Before venturing an opinion regarding conditions as we expect to find them in our industry for the new year, we re-read the predictions made for you a year ago for 1928.

For our own business, we feel that the optimism expressed at that time was justified by the actual experience of the year, and that a repetition of that prediction would be entirely in order for 1929. Mergers and combinations have been successful in many other industries and, if worked out and managed successfully, we do not see why they should not be just as successful in ours. Our business (and we believe that the toilet article business as a whole in this country) was substantially ahead in 1928 of the previous year. We believe that the prospects for growth and development this year are excellent provided manufacturers adhere to products with which they are familiar and which have an established demand and do not go too far afield in their efforts to increase volume.

We feel that the toilet article business in this country is still in its infancy and that if the quality of products is kept high, if merchandising and advertising is carried on intelligently, and only modest and moderate claims are made for the products, the future is very bright indeed.

Those of us who have our money tied up in this industry should do everything we can to keep it in order from every angle. We have too much to lose to allow a few unscrupulous manufacturers, of which there are some in every industry, to bring discredit upon the business by unfair and dishonest methods. Nor should we allow any influences outside of our business to force upon us unjustifiably any regulations or restrictions whatever which might hamper our activities and result in nothing of benefit to the public. It is up to every reputable manufacturer in our ranks to jealously guard our position in industry.

Harriet Hubbard Ayer, Inc.

Harriet Hubbard Ayer Inc., New York City, Edwin Sefton, vice-president.—It has been with very keen interest that we noted the various mergers that took place in the immediate preceding year. In some instances we are doubtful of the economic value of such mergers, in other cases time must prove their worth, and in still other combinations our opinion is that they are the logical outcome of conditions and of sound value to all concerned.

Whatever we manufacturers may intimately think about the effects to flow from mergers and combinations upon our industry, the fact is that we have them with us, and we must take an interest in their welfare. In our opinion they have only an individual effect upon our industry and not a cosmic one.

We are content to notice mergers and combinations, and not to engage in them.

Business comes to those who have demand merchandise to sell, and who know how to sell it. Where there is no apparent demand, then a demand must be created, and good merchandising of quality products must and will be rewarded. Thus, with such elements in play, the year 1928 was most gratifyingly successful over 1927. And 1929 was a good year.

It is impossible for us, casting our vision over all possible conditions that may prove to be factors, to believe otherwise than that the present year will be even more satisfactory than 1928 was over 1927. At least we should all work upon the hypothesis that if profits are commensurate with volume we will enjoy a most profitable year.

The demand for quality products in our industry is ever on the increase, and it is the duty of every manufacturer to secure his legitimate share through legitimate methods.

Beauty and chain perfume shops we assume must have their place in the sun, but as serious outlets for high-grade products we are yet in a doubtful state of mind.

So far as this company is concerned we welcome all foreign manufacturers who do not endeavor to unload upon the American public cheap ingredients at a high price dressed up in fancy containers.

President of the F. E. M. A.

Flavoring Extract Manufacturers' Association, George H. Burnett, president, Joseph Burnett Co., Boston, Mass.—The Flavoring Extract Manufacturers' Association has during the past year witnessed the birth of some new policies which it is hoped will bear fruit in 1929 and the years to come.

First: A closer touch with the membership of the Association.

Second: A somewhat different type of convention.

Third: Greater publicity as regards the flavoring extract industry as a whole and the uses of extracts and flavors with the view of increasing their consumption.

Fourth: An active drive to increase the membership of the Association.

The past year has been marked by the splendid co-operation given the Association by the Federal Prohibition Commissioner, Dr. James M. Doran.

Volume of sales with most manufacturers has been satisfactory but profits in many instances have approached the vanishing point owing to disastrous price-cutting. Legislative matters have been well handled by Thomas J. Hickey, our secretary, and the Legislative Committee, although many absurd bills have been presented in State Legislatures.

As the outlook for general business for the coming year is excellent, according to those who carefully study the market and consuming trends, the flavoring extract business should have its share of the general prosperity provided manufacturers will review their costs carefully with a view to insuring satisfactory profits for themselves.

Daggett & Ramsdell

Daggett & Ramsdell, New York City, V. C. Daggett, president.—Question No. 1—The far reaching effect of the large mergers and combinations in our industry is for me impossible to foresee. They seem to be coming on with increased rapidity, and I have no doubt that their effect upon our industry will be of considerable importance.

Question No. 2—Business with us in 1928 compared with 1927 showed marked improvement.

Question No. 3—The prospects for 1929 for increased business seem good, as all basic industries are sound and progressing, and we see no reason why it should not be a forward march in our industry during the present year.

Question No. 4—The growth of the beauty and perfume shop possibly is more far reaching than appears to us, but up to the present time it has not seemed to be of great interest to us. Beauty shops seem to exploit their own preparations, and some perfume shops we have sold, but not to any great extent.

Question No. 5—I do not know of any way that the manufacturer can meet foreign competition except by manufacturing goods equal if not better in quality. In perfumes

with any problem affecting the interests of their members, is bound to make the Association of greater usefulness to the trade.

So far as we know, most of the American firms in this business have had a successful year, and holiday merchandise has moved to such an extent that sales in the new year have started off without hesitation.

We should like to wish for the American Perfumer the prosperity to which it is entitled by reason of its fine work.

Bristol-Myers Co.

Bristol-Myers Co., New York City, Lee H. Bristol, vice president.—In answer to your inquiry we feel the prospects in the toilet preparations industry are unusually promising for 1929. Indeed, all our own plans are laid for the biggest year we have ever had.



HENRY TETLOW



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C. A. HEDDEN



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L. H. BRISTOL

Lehn & Fink Products Co.

Lehn & Fink Products Co., Bloomfield, N. J., E. Plant, president.—1928 seemed to be better than 1927 and at the present time I can see no reason why this improvement should not continue into 1929. Naturally, a great deal depends upon crop conditions and until we have more definite word of the possibilities for the coming year, one is unable to give an appraisal of business for more than a few months.

Relative to your first question—the success of mergers and combinations is tied up with successful management. In my opinion, there is no reason why mergers or combinations should cause any fear on the part of the independent manufacturer or retailer, but I do believe that a great many mergers have been made in the past year that will not work out satisfactorily, for the simple reason

this seems difficult because some foreign countries have such a reputation for superior perfumes and such long experience in the matter of quality and style that the problem is not an easy one to overcome.

Northam Warren Corporation

Northam Warren Corporation, New York City, Northam Warren, president. In our opinion, the outlook for the toilet goods industry is highly encouraging. While it is true that a number of difficult problems confront the American manufacturers, we feel that these are all capable of solution.

One of the hopeful signs is the spirit of friendly cooperation in which the importing perfumers and the American perfumers are working together on problems of mutual interest. Along the same line, the willingness of the American Manufacturers of Toilet Articles to deal frankly

that the management is not capable of handling the proposition. When two companies can be merged and by similarity in production and other methods of manufacture, one plant can do the work of two plants, one set of machinery can be used for more than one product, economies do result, but it stands to reason that merely because two products are merged, it does not necessarily mean increased profits, unless the management is capable of taking advantage of all the chances they have.

It is rather difficult to prophesy the effect of the new beauty shops and chain perfume shops in our industry, inasmuch as they are only just starting. However, it is quite well known that there are any number of retailers passing out of existence at the present time, due to the fact that they start with insufficient capital and knowledge of the business. Until there is a clearer knowledge of what is meant by "overhead" and until these people who are starting in now, understand how to calculate overhead, there must be a gradual elimination of those who are not properly financed.

American Drug Manufacturers Association

American Drug Manufacturers Association, Charles G. Merrell, president.—The year 1928 was a very satisfactory period for the pharmaceutical industry, at least as good as the year before, and in many instances and perhaps on the average, an improvement over the year preceding. The outlook for 1929 is equally encouraging, at least in the first part of the year. In view of the reserve of statistical experts in predicting the future much beyond the first quarter, it would appear presumptuous for anyone else to forecast business conditions throughout the year.

There are many new conditions confronting the industry, especially in the matter of distribution, and inevitable changes have taken place in the details of policy for a number of manufacturers. In general, however, the systems of distribution that have been followed by manufacturers, all more or less different from each other, will continue as a basic policy. But few changes have taken place in the individual companies composing the manufacturing pharmaceutical group, and while there have been rumors galore, there is nothing of the kind in prospect at the present writing.

Colgate-Palmolive-Peet Co.

Colgate-Palmolive-Peet Co., Henry A. Colgate.—The capture of the toiletry and perfume market is more a matter of good style than good salesmanship. As our industry is able to convince the American woman that American products have that distinction and *chic* which she instinctively demands, so will our control of the market expand. The continual advancement in products, quality and in style psychology made in 1928 should be highly encouraging to us all. The market for 1929 is what we make of it—it is unlimited in possibilities.

The Armand Co.

The Armand Co., Des Moines, Ia., W. H. Wiseman, advertising director.—The effect of mergers and combinations will, of course, lessen the number of firms operating in the industry and have a tendency to better finance and equip those remaining. The further tendency, in our judgment, will be to intensify competition. Larger units of organization will have larger plans and employ larger means of accomplishing them. There is still a field for the independent manufacturer with original ideas and selling and advertising plans. It is likely that as a rule he will have to increase capital and redouble his selling and advertising

effort. In the last analysis, due to mergers and expanding of independents, it means a more careful study of the appeal to the public. After all, it is the man or firm that best reaches the consumer with ideas and real merchandise who is most sure to survive.

In 1928, The Armand Company did the largest business in its history. It is our expectation that Armand sales in 1929 will be much larger than in 1928.

Some of us can remember when drug stores did practically all of the toilet goods business. There are no doubt some manufacturers who wish they did now. However, ultimately, it is the consumer who decides where she will purchase her cosmetics and she will favor the outlets she thinks best serve her.

The best way to meet foreign competition is to place in the hands of the ultimate consumer, a product equal or superior to the foreign product. In the long run vogues for this or that come and go, yet quality counts with the consumer and she will decide what she likes best. Of course, you have to let her know, not only the quality of the merchandise but its uses and the satisfaction to be gained by using it. Aside from perfumes, most American cosmetic products are decidedly superior to those imported, or posing as such. The thing to do is keep on improving the quality of all American made cosmetics and letting the consumer know about it. As a matter of fact, the present acceptance of American made cosmetics is enormous and will continue to steadily increase. It is a typical American trait to excel, and we have increasing tangible evidence of it in the toilet goods industry.

Richard Hudnut

Richard Hudnut, New York City, C. A. Pennock, sales manager.—Replies to your recent request for a contribution of our opinions regarding the conditions in our industry, will reply to each of your questions individually.

No. 1—We do not look seriously upon the mergers taking place among the manufacturers in our industry.

No. 2—Considering general business conditions throughout the country 1928 made a very satisfactory showing.

No. 3—with reports showing a steady increase in the consumption of toilet articles, we see no reason why 1929 should not exceed 1928.

No. 4—Locally the perfume shop and beauty shop may have its effect, but as a national development we do not view them as seriously affecting the distribution of our products.

No. 5—Continue to offer the consumer products and packages of equal quality and attractiveness to those of foreign manufacturers.

Henry Tetlow Co.

Henry Tetlow Co., Philadelphia, Pa., Henry Tetlow, president.—Herewith our answers to your questionnaire:

- I doubt if any one knows what the effect of mergers will be. About the only effect that can be predicted with any degree of assurance is that in the immediate future there will be more and more of them.

- Business during 1928 was much better than during 1927.

- The outlook for 1929 is very good.

- The trend toward chain, beauty shop and perfume shop distribution has not been very important to our line.

- Frankly we don't exactly know how the American perfume manufacturer is to meet the competition of the foreign houses.

The Foragers

The Foragers, New York City, Martin F. Schultes, Hewitt Bros. Soap Co., retiring president.—I believe that certain types of mergers and combinations in the toilet goods industry are bound to result in nothing but good, especially in the soap end of the industry, where a merger or combination enables the merging companies to gain manufacturing and distributing plants in other parts of the country where they were not represented before the merger or combination. It also seems that there is a great duplication of effort both from the sales and distributing viewpoint in the marketing of many of the toilet articles, and these mergers will result in saving and more economic method of distribution which should eventually bring about lower prices to the consumer and better profits to the manufacturers.

Volume of business in 1928 showed a substantial increase over 1927 with our company. The prospects for growth and development in 1929 look exceptionally good, especially to the manufacturer who is keeping on his toes at all times in the matter of rendering better service to his customers.

It is also my belief that the question of price is going to be of lesser value in bringing about sales, as has been the custom in the past few years, and that quality of product and service to customers will again come more to the forefront. Also profits to the manufacturer, which have been decidedly meagre because of competitive prices, will be better through manufacturers effecting economic improvements in their products both from the production and distribution standpoints.

The beauty shop and chain perfume shops are here to stay—that is, as long as the vogue for cosmetics continues, although it should always be borne in mind that "paint and powder" were used to great excess centuries ago, and then social upheavals changed the manner and mode of living to the almost complete abandonment of the so-called "aids to beauty." However, it is my belief that modern civilization today and the more hygienic and healthful mode of living is such that the use of beauty aids will continue as long as we continue to advance in the mode of living, as we are doing today.

The beauty shop offers better possibilities than the chain perfume shop, and the success of the chain perfume shop depends to a great extent upon management—perhaps more than would appear on the surface.

American manufacturers should always be able to meet foreign competition in the manufacture of perfumes and cosmetics. While it is true that cheaper foreign labor bears a large part in the production of the foregoing items, it is always true that American ingenuity and advanced methods of manufacture more than compensate for the cheap foreign labor.

However, there is one point in particular that the American manufacturer loses sight of; in the desire to convert merchandise into sales and cash quickly, he invariably loses sight of the main object of manufacturing especially in the perfumery end, and that is, to make an article as good as it can possibly be made with the proper ageing and blending of raw materials, all of which requires capital investment, which the American manufacturer considers funds that are just idle—not earning anything, when the real investment of funds in that particular branch of his business is just as important as the conversion of raw materials into successful and profitable sales.

Gabilla

Les Parfumeries de Gabilla, Paris, France, Joseph B. Gould, U. S. Agent.—Basing our opinion on the substantial increase in the volume of Gabilla sales during 1928, we look for greater prosperity in 1929 inasmuch as the same factors which operated in 1928 will, we believe, function even more efficiently for 1929 results. The same sound and prosperous business conditions will no doubt continue. The enormous earning power of the American public means a greater spending capacity for luxuries. There is the ever growing demand of the American woman for merchandise based on excellence of quality and representing in every way the absolute facts regarding its manufacture and country of origin.

Quality merchandise and sound policies of distribution are on the increase with the better houses.

There is another factor which at present is vexatious to many manufacturers—"control system" which is being generally adopted by the more progressive houses. This system is beginning to show benefits to both buyer and manufacturer. Stocks are controlled, slow selling numbers are eliminated with the result that shelves are cleared for equalized purchases, offsetting the evil of overselling by high pressure salesmen. This should eliminate the loss to the manufacturer in the return of old, and unsalable merchandise for credit which is usually a complete loss but is credited through the demand for service or the thinly veiled threat of discontinuance of patronage.

In spite of all the indications of a prosperous 1929, there exists for the actual importers of finished products a serious problem. This is the growing competition with many French factories having U. S. factory branches, and pseudo-importers who are now manufacturing part or all of their products in the United States. With their large savings on custom duties, it has enabled them, while retailing at imported prices, to give discount advantages difficult for the actual importer to meet.

The growing demand of the public for strictly French imports has partially atoned for this by giving a large volume of sales to the manufacturer who is not in the whispered category of pseudo importers.

It is the consensus of opinion of the actual importers that if duties are not advanced (as contemplated) 1929 will prove a banner year for imported merchandise.

Guerlain

Guerlain Perfumery Corporation of New York, New York City, Bernard d'Escayrac, vice-president.—Our company enjoyed a substantial increase in business during 1928, and we believe that, providing we are protected with an unchanged tariff, general market conditions are indicative of a period of continued prosperity.

Pinaud, Inc.

Pinaud, Inc., New York, John J. Quinn, vice-president. Specifically replying to your inquiry concerning our opinion of the effects of chain stores and mergers on the toilet goods business, we believe that any manufacturer properly presenting a meritorious product can only be benefited. It seems to us that a small inventory, centrally located and turned-over a number of times each year, will bring fresher and cleaner packages to the consuming public than would result from small retail stores buying in quantity and taking five or six times as long to make the turnover.

Princess Pat, Ltd.

Princess Pat, Ltd., Chicago, C. A. Hedden, general sales manager.—The mergers and combinations in our industry stand for bigger and better business and are the result of active minds careful thinking along the lines of promoting efficiency and making possible giant strides in the science of economics. The effects are bound to be beneficial in many ways except perhaps to those who are unwilling to adjust themselves to the new order of things or who by their very nature oppose progress. Of course, in the development of any new thing or thought contrary to established precedents perfection is seldom established at its inception. Fundamentally the idea of mergers and combinations is entirely sound and eventually should spell lower costs of production and distribution, a reduced selling cost, lower overhead, the possibility of offering a better product for less money to the consumer and still leave a legitimate profit for the stockholders.

Reports indicate that generally business was better in 1928 than in 1927. This is particularly true of concerns that were properly organized to meet the peculiar conditions prevailing in the 1928 market. In so far as Princess Pat, Ltd., is concerned our business broke all previous records and we closed the year with a greater proportionate gain than ever before. I should add right here, however, that this result was not merely due to the gradual evolution of our business but rather to the fact that we planned our efforts for the year in advance; and then through complete co-ordination of advertising, sales and production programs the entire organization was keyed up to a higher plane of operating than ever before—thus enabling us to do a volume of business far in excess of any preceding year. Furthermore we found conditions in 1928 particularly conducive to the development of foreign business and this enabled us to inaugurate a world-wide expansion program with most gratifying results. Today Princess Pat beauty preparations enjoy a consumer reception in over 30 foreign countries with tremendous sales potentialities in the international market. All in all we think 1928 was a very wonderful year.

The prospects for growth and development in 1929 are indeed rosy. The opinion is general that 1929 will unfold prosperity in a bountiful measure in this country. Undoubtedly something will be done to solve the farm relief problem. We look forward to a girding of loins on the part of all the progressive members of industry individually and collectively to meet the new order of things taking place at this time in the industrial life of America.

Beauty shops and chain perfume shops are the result of public demand. The consumer has found a need for their existence and they are here. Our industry is the child of advanced civilization, its finer products no longer a luxury but a necessity in every day life, and as civilization advances less raw meat will be eaten and more of the finer things required. The day of the dime novel has passed and the classic is rapidly and more generally coming into its own. The beauty shop and the perfume shop are evidences of modern social culture which the American mass market is reflecting in ever increasing degrees.

The American people through their representatives at Washington have endeavored to protect the high standard of living of the American workman against cheap foreign labor by our protective tariff. The American manufacturer should meet foreign competition by producing mer-

chandise of equal quality as attractively dressed at no higher cost to the consumer and doing these things proclaim (advertise) the achievement to the American consuming public who will make a fair decision. After all it is the consumer who is the final arbiter as to the success or failure of any thought, proposition or product. We would invite foreign competition, in all commodities, give them a square deal in our markets, and then compete in the full sense of the word—competition is the best stimulus known to develop quality for price.

Ogilvie Sisters

Ogilvie Sisters, New York City, Clara Ogilvie. Regarding new methods for distribution, we have found that with one very fine store that is the best in each city and one very fine salon, the most exclusive in each city, we have gradually mapped a course which has grown to splendid proportions. Then we suddenly find that druggists and even some fine barber shops, particularly in men's clubs and a few fine hotels are coming along with a demand which looks most promising from distribution standpoint.

The sale of cosmetics having grown so tremendously each year, we believe that because of its tremendous growth and demand, that finer quality will be sought after. The matter of quality also applies to mergers because the lower quality of merchandise is being weeded out. We would naturally like to see all domestic manufacturers given the amount of publicity which is usually gained by foreign and pseudo-foreign manufacturers.

Business in 1928 had such tremendous increase that we might call it an abnormal growth and we look forward to doubling it in 1929. The American manufacturer should meet foreign competition by upholding quality with pride; the quality and dignity of their preparations so that they would not have to consider foreign competition.

American Products Co.

The American Products Co., Cincinnati, C. M. Mills, secretary-treasurer.—The year 1928 was the largest year The American Products Co. ever experienced. From all indications the coming year 1929 should show an appreciable improvement over the year 1928. Through our direct methods of merchandising from house to house, through special representatives, we are not affected to any great extent by chain store merchandising. Through this method of merchandising, we are able to cover all of the smaller cities and towns of this country.

"Zanol" products are well-known today in every small town, village, etc., in the United States. Small town and farming conditions are improving from year to year and this certainly should show a great benefit to us in the coming year. The farmers' problem must be solved by the coming Administration in Washington and this is bound to reflect itself in the increase of our business and the sale of our products in small cities, towns and rural districts.

Arden Chemical Co.

Arden Chemical Co., New York City, T. J. Lewis.—Replying to your letter of the 31st, I wish to thank you for writing me and asking me to contribute to your magazine. Naturally, I am flattered with this compliment, but I am afraid my information is a rather small contribution, as we are not as well versed with general business conditions as most of your contributors.

In answer to your question No. 1, regarding the effect

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of mergers in our industry, from personal experience, we have not felt any, but in some cases it seems to have taken out the personal element so necessary in dealing with women, and believe it has not had a good effect upon the consumer.

In answer to question No. 2, regarding our business for 1928. We sell in fifty-nine different countries and every one of them showed an increase in business. The largest increase, of course, being in America, where our business last year was phenomenal.

In answer to question No. 3, regarding prospects for growth and development in 1929, from the present outlook and indications, we expect it to be a bigger year than 1928—not only in this country, but also abroad.

In answer to question No. 4, with reference to beauty shops and chain perfume shops, we do not sell through

new mergers and combinations in the industry will be for the general development and will contribute to the elimination of many pseudo-foreign manufacturers and others who are not an adornment to the business.

(2) Business in 1928, so far as our personal experience and observations can guide us, shows a very definite increase in the sales results of high class and high priced merchandise, as compared to inferior and low priced merchandise in the toilet goods field.

(3) The prospects for the growth and development of business for the year 1929 are in our judgment decidedly encouraging.

(4) We have always been of the opinion that the logical place for the sale of quality cosmetics is the beauty parlor, but generally speaking beauty parlors are not equipped



F. L. BEGGS



E. L. BRENDLINGER



J. E. McBRADY

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AR. WINARICK

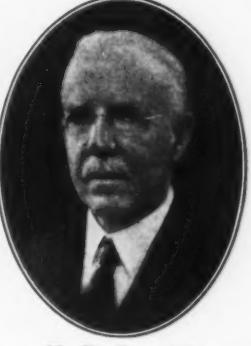
M. F. SCHULTES



R. C. EDLUND



W. H. HYDE



H. E. CHAMBERS

this class of trade and, therefore, are unable to offer any opinion, as we ourselves do not solicit this business.

Regarding the American manufacturer meeting the foreign competition, we have had very little to contend with abroad from foreign competition, outside of the actual making of perfume. We believe that foreign toilet preparations are inferior to good American makes. Perfume, however, is a very special item, which seems to require masculine taste, such as we find in France, and seemingly in France only.

We believe that the cosmetic business has not reached its crest and that there will be an increase in this business along legitimate lines during the coming year.

House of Lu-Ray, Inc.

The House of Lu-Ray, Inc., Chicago, Ill., Victor Grant, president.—(1) We are of the opinion that the effects of

financially to exploit toilet goods sales to any appreciable extent, compared to toilet goods departments; nevertheless we are of the opinion that in the future years the beauty parlor will be a very valuable outlet for cosmetics, although the chain perfume shop operating exclusively as such will not be a success.

(5) The American manufacturer can best meet foreign competition by manufacturing quality merchandise himself, and combining to eliminate from the American field the American manufacturers who make inferior merchandise and who make gross misrepresentations in the sale thereof. If the American manufacturer is failing to meet foreign competition satisfactorily it is because the public confidence in American goods is not strong enough, and the regaining of American confidence in American merchandise can only be achieved, in our opinion, by the method stated above.

The Milson Co.

The Milson Co., Cincinnati, Ohio, Sidney F. Mills, president.—We are happy to report that 1928 was indeed a good year, much better than 1927 and, in our opinion, it seems that 1929 will show a great increase in the toilet goods line by American manufacturers.

In reference to the various mergers throughout the industry, this will have to be worked out in each individual case, that is—they must find their own channels of distribution. It appears, however, to us that the ever increasing demand and the great publicity given to toilet goods, will have an effect of stimulating the business so that all will benefit.

The American manufacturer of perfumes has a problem on his hands in reference to meeting the foreign competition and the only way in which he can eliminate foreign competition, that is—the medium-priced competition—is to put out quality merchandise. That and that alone will solve all our problems and we must be prepared to do this in a scientific way.

We are proof positive that with our experience in the manufacture of toilet articles, which extends back quite a long period, and with the investigation which we have made, that quality merchandise will always repeat but it must be sold at a price within the spending power of the majority of the American public.

We note the increase in beauty shops and chain perfume shops. The beauty shops will be on the increase and this will be a great outlet for distribution but the method of distribution here is one of extensive work by the distributors.

The chain perfume shops, with their large assortment of beauty products, will naturally do an ever-increasing business. Most of them will have nationally advertised articles so consequently there will be a large demand for these products.

In summarizing, we think that the American toilet goods industry is in its infancy. The people should be educated to the use of complexion aids and, likewise, that the use of toilet waters and perfumes is not objectionable, as has been stated in the past. As a good many writers have stated, it is really an evidence of refinement when both sexes use perfumes and toilet waters in an effort to create a more favorable atmosphere.

Martha Matilda Harper, Inc.

Martha Matilda Harper, Inc., Rochester, N. Y., Robert A. MacBain, vice-president.—In our opinion the most stabilizing element that has come into American business has been the recent growth of mergers and combinations. We consider this the greatest advance that modern business has made in the past decade. We do not therefore share the disquieting thoughts which many of our confreres hold in regard to them. The stabilizing influence which they are having and will continue to have on our industry especially cannot help to work advantageously to all engaged in it.

Notwithstanding the fact that we are in no sense a part or party to any mergers, we have enjoyed the most satisfying, cleanest and most profitable business of our career in 1928. With such a fine record already closed we naturally are looking hopefully toward the future. And this future holds for us many opportunities for enlarged growth and expansion. Our program calls for just such a plan this year.

It is interesting to note that many of the large manufacturers are making a direct appeal to the beauty shops

for the sale of their goods. This becomes doubly interesting to us because that is the way we have operated throughout our entire forty years of experience. It is a fine field, and if properly handled can be made a profitable one. However, the methods employed in the ordinary drug and department stores do not apply in this field. Those who are planning to enter it should, we believe, carefully investigate it before doing so.

As stated last year, we have nothing to say about foreign competition. We have never felt that it has injured us in the least. In fact, we are inclined to believe that it has enlivened and enriched the field, and therefore made it more possible for American manufacturers to sell goods of equal or superior quality.

Oakley & Co., Inc.

Oakley & Co., Inc., New York City, Joseph H. Calisher, president.—Relative to your questionnaire regarding mergers and combinations in our line, personally I approve of them from an economic standpoint. They reduce overhead materially by the saving in cost of manufacture, and selling expense.

Our business of 1928 showed a fair increase over 1927 and I think that the prospects for a much larger business in 1929 look most favorable.

Our experience in selling beauty shops and the chain perfume shops has been very unsatisfactory, and we decided some time ago to discontinue catering to this class of trade, for one reason, in particular, they do not pay their bills.

Regarding the foreign competition, this subject has been discussed most freely and so many suggestions have been offered that there is very little left unsaid. The most representative French houses are now manufacturing in this country, and are enjoying advantages which place them in a position to compete in price with the American manufacturers, and it is a fact that a woman will buy a product branded with a French name even though manufactured in this country, and give same the preference at an equal price.

I am too modest to offer any solution of this problem as it requires a much deeper analyst than the writer.

Oxzyn Co.

Oxzyn Co., New York City, A. H. Bergmann, vice-president and general manager.—We feel that the mergers and combinations in our industry signify progress and that they will accomplish the results they are seeking provided they do not become unwieldy. Our business for 1928 showed more life than 1927 and was satisfactory in every respect. We look forward to a very healthy 1929 and can see many new avenues of trade developing in the "American Merchandising Mind" which will lead to promising heights. We have great faith in this angle of the situation

Trece Laboratories, Inc.

The Trece Laboratories, Inc., New York City, Sidney Picker, sales manager.—The writer has just returned from a trip to the middle west calling on a number of firms in the trade, and all appear to feel that 1929 is going to show considerably better results than 1928 as far as the cosmetic industry is concerned.

There was a large quantity of excess merchandise that overhung the market in 1927 and 1928 and this has apparently disappeared, so that the normal sale of the standard merchandise should not be greatly interfered with, as it has been in the last two years.

Ar. Winarick

Ar. Winarick, New York City. Ar. Winarick, president.—Our industry becomes subject to mergers only when necessity dictates, and in that respect it is not different from any other industry. The cosmetic industry is no longer one of luxury, it is in reality, one of necessity, and combinations will not affect its growth; on the contrary, in my opinion, 1929 will prove a far greater year for the consumption of cosmetics. My prediction is founded on the data obtained from our own business.

Undoubtedly new outlets for distribution will be created, be it beauty shops, barber shops, perfume shops, grocery stores or drug stores.

1929 will be the year of mergers, consolidations and combinations, and what effect they may have on the industry in general we will be able to tell towards the end.

The Styron-Beggs Co.

The Styron-Beggs Co., Newark, Ohio, Frank L. Beggs, president.—The past year has been very satisfactory and we anticipate an equal or better volume of business for the first half of 1929.

The machinery of production has made rapid strides, but distribution has been retarded in some instances, by chains and mergers refusing members the right to purchase brands for which they have a demand, and requiring that such brands be supplanted by the special brand which the chain manufactures or purchases.

Economic laws will ultimately adjust the present unsettled conditions and determine whether it is wise to abandon the policy of, "equal opportunity for all," upon which the prosperity of this nation has been builded, or, whether aggregations of capital, strong enough to command "special prices, discounts and privileges for the few," shall be the policy upon which the business of the future is to be conducted.

The Dill Co.

The Dill Co., Norristown, Pa., E. L. Brendlinger, vice-president.—Our feeling toward the flavoring extract business for 1929 is extremely optimistic for good business.

The year 1928 closed up with an increased sale of extracts and 1929 should see a further increase in the attitude of the housewife toward the consumption and use of the pure flavoring extracts in the preparation of genuine food stuffs as well as delicacies. This should be particularly true on the strength of the educational work which is being done in this respect.

The C. F. Sauer Co.

The C. F. Sauer Co., Richmond, Va., C. F. Sauer, Jr.—There is very little I can add to the information you have probably already received, but I should say that 1928 was a very satisfactory year, not only from the flavoring extract standpoint, but from the standpoint of any and all manufacturers.

We feel that the tax on alcohol has to a great extent increased the value of pure vanilla both to the consuming trade and the bulk users.

Soap & Glycerine Producers

Association of American Soap & Glycerine Producers, Inc., New York City, Roscoe C. Edlund, manager.—For your annual symposium I write from the special point of view of one who is directing co-operative campaigns on behalf of the soap and glycerine industries to enlarge the total demand in the United States for these two products.

That such effort on behalf of these industries is impor-

tant for their continued prosperity nobody will deny. Direct competition of other chemicals with glycerine has been so much in evidence that nobody needs to call attention to it; and almost as evident, even though thus far felt less severely, is the competition that soap faces from many angles. The cosmetics business grows apace; other soap competitors spring up in various directions; while over and above all, grows the increasing demand on consumers' dollars from one luxury after another, tempting families and individuals to spend less of their incomes on what used to be considered fundamental necessities. With every passing month, in all lines, competition of industry with industry grows keener; and whether one likes it or not the business that best survives and grows in America today is the one that co-operates with other businesses in the same line to face the problems of the industry as a whole.

The year 1928 was the first year in which the full program contemplated from the beginning of the Association of American Soap and Glycerine Producers got under way. In 1926 the Association was being organized; in 1927 it opened its office and started certain phases of activity; but it was only in 1928 that the rounded program of advertising, publicity, research, educational work, and co-operation with allied industries functioned in all these five phases.

No summary of the activity in 1928 can be attempted in limited space. Suffice it to say that through advertising and publicity in newspapers and magazines, over the microphone, and through educational and co-operative activities of high character, the Association soap campaign secured the reputation of cleanliness messages in 1928, at least 671,000,000 times. That figure is an aggregate circulation of messages, printed, written, or spoken. Cleanliness advertisements, for example, reached an aggregate circulation of 286,000,000; educational material supplied by the Association and Cleanliness Institute and used by newspapers and periodicals rolled up a total of 300,000,000 circulation; a series of radio talks on cleanliness aggregated 30,000,000 receiving sets; and through Cleanliness Institute and other channels the aggregate reached the figure just given.

Stated in another way, cleanliness educational messages via air, type, sight, and sound, were reiterated in 1928 an average of nearly 2,000,000 times every day. This number in 1929 will be greater. As an educational and advertising force this builds up for the whole soap industry. It is constructive work to make the industry more prosperous, and it cannot but have its effect.

Similarly, in a more concentrated period—the fall and winter season—G. P. A. (Glycerine Producers Association) radiator glycerine is called to the attention of the motorizing public and the motor trade. Nearly 200,000,000 "contacts" is the season's record, building up a demand that despite more strenuous competition than ever before in the anti-freeze field, has produced a volume of business in excess of former seasons.

Practically 1,000 messages for every dollar expended is the year's record for the Association. What individual advertiser can equal this? The truth is that co-operative endeavor can accomplish records that individual effort cannot. Neither can take the place of the other. Today both are necessary for success. That the soap industry has both—intelligent, well-directed co-operative effort supplementing the splendidly aggressive type of business enterprise for which individual companies in this industry are conspicuous—is one of the reasons I, for one, am optimistic over the years ahead.

Lightfoot-Schultz Co.

Lightfoot-Schultz Co., Hoboken, N. J., W. L. Schultz, president.—The soap industry during the past year 1928 has been in rather a bad position economically owing to the high price of raw material and the very low selling price of the by-product glycerine.

Happily this has had the effect of stabilizing prices, causing much less cut-throat competition and which has resulted to the benefit of the industry as a whole. Foreign competition on soaps has never been a factor of importance so it makes very little difference what the new Congress does with the tariff, excepting as it pertains to a duty on imported raw materials and the effect a higher duty on these materials would have on domestic raw materials.

In common with other industries consolidation has been the vogue and should result in material savings to the several companies. In analyzing the business situation for this year I fail to see anything that points to a business depression, therefore I feel that this year should establish a record particularly in the soap and toilet goods field.

The Fischer Soap & Oil Co.

The Fischer Soap & Oil Co., Cincinnati, Ohio, S. J. Miller.—Regarding our business, we feel very safe in saying that 1929 should exceed 1928 by even more than the business of the year just past exceeded that of 1927. The past two years have witnessed a phenomenal growth in the oil soap industry accompanied by a certain amount of unwise endeavor of one sort or another. However, a condition of stability has again been reached which augurs well for the industry during the coming twelve month period.

James S. Kirk & Co.

James S. Kirk & Co., Chicago, Ill., S. C. Jones, secretary.—We are in receipt of your letter of the 9th and it seems to us that the present business outlook may be considered as favorable. The general consensus of opinion as far as we are able to discern seems to be that the industry as a whole is in a better condition than in previous years.

Poland Soap Works, Inc.

Poland Soap Works Inc., Anniston, Ala., Carter D. Poland, president.—We have no interest in the toilet goods as our production is confined exclusively to the manufacture of washing powders, which are sold in bulk to institutions and industries.

My views in regard to the soap business are as follows:

My opinion of the effect of mergers and combinations in soap industry is that these combinations, with increased selling energy and advertising, should increase the per capita consumption of soap. Cleanliness is still a matter of education and the more soap conscious the nation becomes, the more soap we will be able to sell; the consumption of soap having been increasing steadily over a period of a number of years.

1928 business in bulk soaps was slightly in excess of that of 1927, the second and third quarter of the year having been unusually dull, but the last quarter showed a great deal of energy from a standpoint of sales made.

The prospects for 1929 are indeed favorable. With the presidential election out of the way and the nation as a whole satisfied with the incoming president, that bugaboo has been removed.

The F. W. Fitch Co.

The F. W. Fitch Co., Des Moines, Ia., J. J. Kirby, secretary.—We take pleasure in informing you that our sales held their own with the previous year, notwithstanding the presidential election, and showed a slight gain of about 5%. Collections, however, were the slowest we have ever experienced and while we got in our money with reasonable promptness, yet we encountered considerable difficulty in doing so.

The business coming in for the first ten days of the year 1929, both through our salesmen and the regular mails, is of a most favorable nature. Encouraging letters are being received from every section of the country and we look forward to a prosperous business for the present year.

The Bonheur Co.

The Bonheur Co., Inc., Syracuse, N. Y., Leon L. Beckwith, president.—We were rather optimistic about business for 1928 but it did not come up to our expectations and in fact it was a very hard year and we dislike to admit that the year 1929 does not look to be very much brighter although we expect an improvement toward the end of the year.

The many mergers that are taking place will have their effect we believe temporarily on the smaller businesses but a smaller independent business will always have its place in any field.

Koken Companies

Koken Companies, St. Louis, Mo., George D. Chisholm, first vice-president.—Our experience with 1928 was that in net results we did better than in 1927. From what we read in the daily press, the big money was made in 1928 by stock speculators, bootleggers, and a few specialized industries.

What 1929 will bring forth, of course, only time can tell, but we go into the New Year with every confidence that day by day it will be better and better.

Paul Westphal

Paul Westphal, New York City, David J. Griffin, sales manager.—Bigger and better business for 1929 is the agreed slogan of the outstanding captains of finance and industry who appear to have discarded their usual conservatism in their prognostications for 1929. These men are of the opinion that industrial conditions in general are in much better shape than they were a year ago and that there is every indication of a continuance of business expansion on a more fundamentally sound basis with the absence of any signs of retarding or disturbing influences on the 1929 industrial horizon.

They refer to the splendid conditions of our financial structure, our proven ability to greatly reduce our public debt and the absorption of the shrinkage of the greatly over-expanded industrial machinery and its over-production without the semblance of panicky conditions, the enormous strides made in reducing the cost of production and distribution and the more scientific methods applied to merchandising, the greatly increased and equally distributed buying power of the agriculture industry already assured by the government's pledge of a sane policy of farm relief and the solution of the unemployment situation by work already arranged for in the government's great industrial projects which should entirely absorb the unemployment.

Owing to the rapidly changing conditions many of the shrewder concerns in every branch of industry are anticipating the future, years in advance and building accordingly.

which will do much for stabilization. The experiences accompanying the rapid expansion and contraction of trade during and since the war has taught a valuable lesson which, if followed, will assist in bettering conditions. Therefore, we feel that the optimism of these men is well supported by facts and that 1929 will be a banner business year.

The Demilo Co.

The Demilo Co., Detroit, Mich., James S. Gleghorn. Regarding the effects of mergers and combinations in the cosmetic industry, I feel the small manufacturers has nothing to worry about. Independent merchants seem to be holding their own and from the writer's experience as assistant general manager of the first large chain drug store corporation in America, I can see no reason for the independent merchant not continuing to remain the dominant factor in the retail business of the country. It is claimed the independent merchant is still doing 61% of the retail business of the country, despite the growth of the chain stores. If this be true, the small independent manufacturer who thoroughly knows his business need not be alarmed, as

builded on the success (if we may be pardoned for so saying) of past transactions.

We are of the opinion that the brands of toilette preparations that are nationally advertised will not be affected by the beauty shops or chain perfume shops, for these brands, are, without a doubt, the backbone of our industry.

The American woman is exacting, and is more and more each day recognizing the merit of merchandise manufactured here in America. The American manufacturer now is miles ahead of any foreign competitor insofar as the manufacturing of face powders and creams is concerned. We cannot, however, begin to compete with our foreign competitors in the manufacturing of toilet waters, essences, etc., etc., until such time as we are given a better grade of alcohol.

The trouble today, in the opinion of the writer, with the average American manufacturer is his eagerness to market his product before he has actually had time to ascertain its thoroughness, but unfortunately, he makes the better product.



C. G. MERRELL



P. L. BLAZER



M. SCHULBERG



C. M. MILLS

there will always be a place in the market for the independent, aggressive manufacturer.

There is far more reason to be concerned about the bootleg manufacturer who pirates in the trade, who makes a business of stealing trade marks and the designs of reputable manufacturers. It is our desire to do all that we can to help put a stop to the practices of these parasites. We have just reported two such cases to our attorneys with instructions to go the limit.

The independent manufacturer who is on his toes, who studies conditions as they exist, who uses his imagination and works, unquestionably faces a very promising 1929.

C. W. Beggs, Sons & Co.

C. W. Beggs, Sons & Co., Chicago, Ill., Philip L. Blazer, president.—First of all let's touch the subject of mergers and combinations—we cannot see where these will materially affect our industry. There will be, of course, some merchants who will refuse to purchase from manufacturers treating with these mergers and combinations, but if the merchandise of these manufacturers bears merit, such merchants will in time find it necessary to purchase their merchandise, and in time the objection will pass away.

We are happy to say that our business during 1928 showed a decided increase over 1927—not just an increase in figures, but in the outlet of our merchandise through worthwhile channels, and we look forward to a most worthwhile 1929. Already our plans have been laid, and are

Pierre

Pierre, New York City, H. H. Raynor, managing director.—The effect of mergers and combinations in the perfume industry up to the present time have certainly been far from successful probably due to the fact that very few really serious combinations have been effected. Capital is undoubtedly still interested in the cosmetic field and the past year has undoubtedly shown this to be true. However, either great benefit or considerable harm can be done in this business by financial interests. The cosmetic business is a temperamental one with many pitfalls for the newcomer. Keen sense of vision is necessary, coupled with the ability to sense any general change in the woman's mind for or against the use of any one of a large number of items necessary to this business.

Group financing should be welcomed into our business providing proper management is combined with it and as there are a large number of very competent men available this should not be a problem.

This is an era of mergers which will extend itself into every branch of business and every one of us should realize that we should not be a stumbling block in the path of progress. Business in 1928 showed an improvement over that of the previous year particularly in the sale of face powders, creams and lotions; however, we believe that the perfume business remained about the same.

Our observation which was made first hand through the

large cities of the country made it plain that there was a general complaint as to the slow movement of about 50 per cent of the lines in the store departments, consequently, considerable effort was used by the buyer and his sales people in trying to unload those dead stocks.

It is going to be very much harder to sell new lines in the year 1929 unless real merchandising assistance is offered to the store, therefore, it is our opinion that there will be a demand for higher priced sales representatives who understand how to get the goods over the counter. Unless this is done the industry will probably find itself using Fox Movietone news to sell their goods as the buyers contend that the salesmen are only anxious to sell their order and do not do anything to help them get the goods to the consumer.

The year 1929 is going to be a banner one in every respect. Every one radiates confidence, particularly the higher class stores. This does not mean, however, that larger orders will be placed as the turnover problem is always a troublesome one, but the orders will be more numerous and this confidence will extend itself from the larger cities to the smaller ones and a much greater number of buyers will visit the New York market next month, in fact probably more buyers will visit New York in the next ninety days than were here all of last year. Many buyers did not come to the market last summer owing to the condition of their stocks.

The beauty shop, while it has had an enormous growth presents a serious problem in that of credits. We believe that some kind of system will have to be used to assure manufacturers that they can ship merchandise to the small beauty shop and get paid for it. We believe that an association of some character will emerge from the present chaotic condition and supply the remedy.

Straight chain perfume shops will not pay in this country and in fact outside of one large concern no one in Paris is getting rich out of their retail shop. We have noted with interest a new departure entered into by a certain manufacturer in retailing his own perfumes throughout the country in shops bearing their name. While we wish them every success it is very hard to conceive that the woman is going to forsake old established perfume lines with which she is familiar to go into a shop selling only one particular perfume of which she knows nothing about.

The department and drug stores, however, have an opportunity to present new perfumes to their customers who naturally visit the department to buy other lines.

The matter of meeting foreign competition seems to resolve itself into one thing—that is—to realize that this is the day of specialists and also to further realize that because you have had a large success and a reputation as a face powder manufacturer that it does not necessarily mean that you can go out and cash in on that reputation with a perfume line.

The French have been very smart in this respect particularly in building their business. While naturally a perfumer manufactures face powder and other toilet requisites, he does not cast envious eyes at a man doing a large face powder business and feel that he can go out and get that fellow's business in addition to his own. We unquestionably have the market as far as creams, and face lotions are concerned and we are rapidly making great strides in face powder. As far as talc is concerned we seem to have cornered the market in one respect but have had to carry along with it the French atmosphere, therefore, we

really cannot claim for the American perfumer the full credit in this respect.

The American woman is fundamentally sold on French perfumes. This is readily understandable when you consider the atmosphere surrounding this industry in France. We have no such background here; therefore, it is a very hard problem to try and figure how we can build a background of our own. It is the writer's opinion that we should develop our industry along the lines that have indicated certain success and that is the general cosmetic business which really represents 75 per cent of the money expended for perfumes and cosmetics in this country.

One other thought and that is that there should be closer co-operation between the manufacturer in the matter of the criticism by representatives of other lines. Each house should instruct their salesmen that anything said against any one particular line is really hurting the industry as a whole. We do not believe that this practice is common but we do know that it is a pastime that is still indulged in to a certain extent. One other suggestion and that is that a clearing house be established by the association for the registration of all men employed in this industry in any capacity so that he would not be wholly dependent upon the writing of a nice letter about him by his former house in order that he may continue to earn a livelihood.

This committee would sift thoroughly a man's qualifications as well as his personal career and thus do away with injustices which are sometimes worked when there are personal elements that sometimes enter into the severing of his connection with former employers.

The writer makes this suggestion particularly in view of the fact that during the last two months he has interviewed probably one hundred and fifty men looking for positions and who told one tale or another in reference to their past connections—the general gist of which was that a great injustice had been done to them. While not holding any brief for these men it is quite possible that in some of the cases they may have been justified; however, we believe that this would solve a great many troubles for the manufacturers as well as the employees.

A. A. Vantine & Co.

A. A. Vantine & Co., Inc., New York City, J. Poses.—1928 has been the most successful year in the history of our organization and we intend to better the 1928 record for this coming year. Every indication, not only from the point of view of toilet goods, but other basic industries, points toward a large volume of business waiting for toilet goods manufacturers in 1929, and the organization who will merchandise in such a manner that will deserve that business, will certainly get it.

The effect of mergers and combinations in our industry is too premature as yet to pass an opinion on. So far most of the mergers seem to the writer to be stock manipulations rather than economic mergers based primarily on the good of the industry. The uppermost thought in most of these mergers has been, "Can the stock be sold to the public?" The future will answer the question of what benefits the toilet goods industry has actually derived from them.

A development of new outlets, particularly the beauty shops in the toilet goods industry, is a healthy one, and when the beauty parlor trade reaches a point where they are a good credit risk, they should be one of the most logical outlets for beauty preparations, particularly creams, powders and rouges.

Meyer Brothers Drug Co.

Meyer Brothers Drug Co., St. Louis, Mo., Dr. E. F. Helbig, chief chemist.—In reply to your letter of the 31st ultimo regarding prospects for business in 1929, especially in the perfume industry, it is our impression that the prospects for business in 1929 are for an increase in volume of sales as a whole.

We seem to be in an era of mergers and chains in many lines of business, and we presume that economies effected by concentration of production and reduction in distribution costs make these mergers popular at the present time, and we presume there will be other mergers during 1929.

Business in the West and Southwest was not as good in 1928 as it was in 1927. The volume of business was less and the spread between the cost and selling price reduced without a corresponding reduction in the cost of doing business.

Imported perfumes, especially French, are being used more and more in this country and the American perfumer will, in our opinion, find the going more difficult in 1929 and to make any inroads on the business the French perfume is getting, the American perfumer will find it necessary to make better perfumes and advertise liberally and persistently for years. Many high class perfumes, just as good as the French are made in this country, but unfortunately the public has the impression that they are cheap in quality as well as in price.

J. E. McBrady & Co.

J. E. McBrady & Co., Chicago, Ill., J. E. McBrady, president.—We did a very satisfactory business on our soaps and perfumes, during 1928. Agency business in our line of merchandise is not the easiest job in the world. However, my friends and acquaintances in other lines tell me that their stuff is hard to sell and after talking with them I feel I am not the only "Bird" who has to think, worry and work hard to pay bills. It is easier now to sell goods than before the World War. Lots more money in circulation. A hustler can get a dollar easier now, than 50c. those days.

Chain stores are spending money in billions to sell the people groceries, drugs and dry goods at a less price than individual merchants do. One or two chains had it all their own way for a short while. But now these big organizations are nearly as numerous as the individual merchants whom they squeezed out. In time, this will give the small merchants a chance at it again.

Big money men are ambitious. They want to command greater business than their successful competitors. They get into the race and there are so many in it before long, they soon begin to say—"We had a bad year, last year." And the next year is even worse. So Mr. Chain man has lost money and soon seeks other ventures. However, he puts his money into circulation and that's what the country wants and needs to make good times.

Stock markets are burning up money these days. Billions are going into circulation. The more money we get, the more necessities and luxuries of life we can buy.

European goods coming into this country must surely be superior in appearance and quality to out-sell ours. However, the American manufacturer will forge ahead before long and through the merit of his own goods, will out-sell the imported goods. He won't need to wait for a high tariff to help him do it. Leave it to the American manufacturer to hold his own.

Bo-Kay Perfume Co.

Bo-Kay Perfume Co., New York City, J. Rouss, president.—About three years ago I wrote you somewhat at length and pointed out that if the American Perfumers' Association were to enter into a campaign of education so that the American users of perfumes and cosmetics would be told plainly and clearly that practically all of the perfumes and cosmetics bearing foreign labels were no better than American made products selling at the same price, then a real service would be rendered to the industry. But the "bunk" continues and nothing appears to have been done to "debunk" the "bunk."

If the Perfumers' Association would divorce itself from the foreign idea and limit its members to those actually engaged in the industry and eliminate raw material representatives as associate members—their main function apparently being to entertain their customers during the annual meetings rather than serve any other purpose—some good might be derived.

1928 has been a banner year with us. We have every prospect of excelling it in 1929. We have considerably enlarged our plant and our business has substantially grown.

Ferd. T. Hopkins & Son

Ferd. T. Hopkins & Son, New York City, Charles R. DeFreest.—The most interesting point for discussion that your letter brings forth pertains to the beauty shop and chain perfume store.

The beauty shop from the writer's observation will prove to be the keenest competitor the manufacturer of advertised toilet preparations has. They represent the only type of retailer who have their customers' attention for any length of time. During this period the experienced sales operator builds up a selling talk about a line of preparations which she is pushing. Their methods are deceptive, contemptible and in many cases come pretty close to libeling good, standard, well known products. For example, an operator was telling me how she was selling a cold cream. During her facial massage she would critically examine her customers skin and in a very shocked tone ask what make of cold cream she was using. In this instance the customer gave a well known brand. The operator then becomes horror stricken and says, she cannot possibly understand how a woman of her intelligence could use a cream like that with an oily skin or vice-versa if the customer had a dry skin. Onward goes the sales talk and the customer walks out with \$5 or \$6 worth of unknown merchandise. We all know that in the past few years the beauty parlor has enjoyed a tremendous increase in business. Women are going more consistently and in greater numbers and this condition is bound to increase. Legitimate manufacturers of standard brands are losing hundreds of thousands of dollars' worth of business through misrepresentation in unfair practices. We have had a number of letters from our customers quoting operators in beauty parlors as to our product and naturally feel that it has affected us far more than the surface indication.

The perfume shop as conducted today seems to the writer to be a parasite organization. I doubt if they represent an outlet for toilet articles that increase business. They are price cutters as a rule and act in direct competition with the drug and department store. They use standard merchandise in order to build up an atmosphere for passing out unknown items at large profits.

The La Valliere Co.

The La Valliere Co., New Orleans, La., Henry E. Chambers, vice-president and treasurer.—As long as mergers and combinations have the objectives of reducing operative and overhead costs as well as bringing about a more economical distributive system, nothing can be said against them. But at the least indication that such mergers and combination are being directed to eliminate the smaller manufacturers, then the laws and public opinion against combinations in restraint of trade and unfair competition will come into action to combat which the said mergers will find expenditures and appropriations necessary, which will offset in large part the economy of combining.

Our business, in total volume of sales, ran 30 per cent over 1927, for the year ending December 31, 1928. We confidently expect the biggest year we have ever had when 1929 comes to an end.

Beauty shops and chain perfumery shops are calculated to increase the number of consumers of the products carried. Manufacturers who finance such shops will have an apparently good system of outlets, but it remains to be proved whether such a chain or system is as economical for distribution as the older system of salesmen-jobber distribution. A certain amount of conflict should develop among the three distributing elements of retail druggists, department stores and these specialty shops that may engender class feeling against the manufacturer favoring such shops.

American manufacturers of toiletries can successfully meet foreign competition by producing goods of equal or superior quality, putting them up in as artistic containers as the foreign products command, and dimming it into the minds of our consumers that "American Made Are The World's Best" as far as perfumes and toiletries are concerned.

Norwich Pharmacal Co.

Norwich Pharmacal Co., Norwich, N. Y., G. L. Marsters.—I believe that the developments witnessed in 1928 are an indicator of the probable trend of affairs in the drug and cosmetic field for 1929. During the year just closed, we were all confronted with increasingly keen competition in our quest of the public's dollar and we face now—more than ever before—not only the advertising and selling competition of similar lines, but also the much discussed "newer competition" through which unrelated products are contending for spot-light positions.

Advertising, selling, and distributing costs are on the up-grade, reducing the margin of net profit on sales, thus bringing manufacturers into the position of being willing listeners, if not aggressive seekers, of merger projects to effect economies in production, distribution, and managerial costs. It is not to be wondered that this condition, coupled with the abundance of funds available for investment, has brought about the existing vogue of mergers and I see no reason why it should not continue during the present year.

The tendency of the times is for manufacturers in the drug and allied groups to specialize on limited lines of preparations. What is more natural than that effort be made to reduce costs and increase net profits through adequately financed and competently managed mergers?

The chain store—whether it be in the drug, department store, or cosmetic and perfume shop classification—appears to be a logical development in decreasing the cost of retailing. The chain is with us to stay and I feel that manufacturers in all lines should take cognizance of the fact.

We have only to consider the progress of retail chains in the grocery field to visualize what is likely to occur within the next few years in drugs and cosmetics. The manufacturer who produces goods that are sold at retail will do well to so adjust his plans for the future that major attention be given to a relatively few products, possessing real merit and good value, along with an adequate profit to the retailer; then setting aside reasonable appropriations for the advertising thereof to the public.

The retailer must be taken into consideration, whether chain or independent. There are thousands of items on his shelves clamoring for attention and it is to be expected that he will support and actively promote only those items which are sufficiently advertised to be well known to and readily accepted by the public and which, at the same time, allow him a fair profit margin.

Recent developments, in my opinion, spell opportunity to the well organized and aggressively managed business, but others are likely, in the language of the day, to find things "not so good."

T. M. Sayman Products Co.

T. M. Sayman Products Co., St. Louis, Mo., T. M. Sayman, president.—In reply to your letter and questionnaire about business conditions during 1928 and the outlook for the year 1929, we are pleased to advise that we are well satisfied with the volume of business that we have enjoyed for the past twelve months and are most optimistic about conditions which confront us at the beginning of the new year.

The Sayman business during 1928 has shown a healthy increase in sales over all preceding years, and we feel confident that the year 1929 will be the most successful year we have ever had. Money is plentiful and everybody seems to have a job.

Jobbers, retailers and our vast army of representatives who blanket the entire United States report that business is booming and express themselves as especially pleased with the unusually large holiday trade on Sayman products. We are selling a complete line of daily-used household necessities which have been known in homes all over the United States for almost fifty years. We enjoy a country-wide distribution and our merchandise meets with less sales resistance than some newer lines.

We are contemplating many new plans for the expansion of our business during 1929 and we are preparing for the rush of orders which we feel confident will continue to pour in.

La Pompadour Inc.

La Pompadour, Inc., Minneapolis, Minn., Meyer Shuldburg, secretary.—The trend for mergers and combinations in the toilet requisite industry will bring an increased volume of business from combined educational advertising campaigns. Such combinations will undoubtedly endeavor to give this to the American public.

I believe that American manufacturers who desire to meet foreign competition can accomplish very much through this educational medium, by telling the buying public that the improved, scientific business and manufacturing methods which such combinations almost invariably adopt, are to the benefit of the consuming public at large;—of course, as long as such combinations are within the law, and with regard for the investor.

Our business in 1928 compared with our business in

1927 had a miraculous growth. Since our company was only reorganized in July, 1927, we cannot judge the entire year of 1927. Three of our distinct items have received a large reception throughout the United States. The last six months of 1928 compared to 1927 gave us an increased volume of business of about 500 per cent.

The prospects for growth in 1929 are very extensive. We plan to open sales offices in about 25 large centers of the United States, and are appropriating a very large sum for advertising campaigns.

Regarding beauty shops as an outlet for toilet preparations, since 90 per cent of our business is primarily from beauty shops and beauty parlor supply houses, I must say that the various trade publications in the beauty parlor field are conducting a very beneficial campaign for the beauty parlor to get into the retail cosmetic selling.

I believe that within a very few years to come, such items as powder, rouge, creams and various other face preparations, will be sold in large volume to the beauty parlors. There seems to be a tendency within American beauty parlors to adopt European merchandising methods. Where the beauty parlors in previous years have only purchased cosmetics in bulk for shop use only, today there is an enormous growth in the demand for resale packages. Some of the largest beauty parlors in the country have established very successful retail toilet requisite counters.

In my opinion, the greatest event in the history of the toilet requisite industry, took place on December 14th in Chicago, at the Federal Trade Commission conference to decide unfair matters in this industry. I believe that manufacturers should co-operate with the Federal Trade Commission to stabilize our industry, thereby eliminating dangerous methods of competition, and also increasing the volume of toilet goods business in the country.

The report of the Department of Commerce that shows that over 177 millions were spent for toilet requisites proves that our industry is no more a luxury, but is getting to be a necessity to the womanhood of the universe. There is also a large field, according to indications, for American products in many foreign countries, particularly in Latin America. The year 1929, I believe, will be a great year for the toilet requisite industry in the United States.

Van Vleet-Ellis Corp.

Van Vleet-Ellis Corporation, Memphis, Tenn., R. R. Ellis, chairman of the board.—As chairman of the board of the Van Vleet-Ellis Corporation, of which the La Creole Laboratories is one of the departments, your communication has been referred to me for reply.

Question No. 1—Mergers and combinations are healthy when they are healthy, that is to say, if the institutions forming such combinations have a good business, well set up and well operated, then the combination with others of like type ought to make for strength and added facilities, or better service along economical lines to the benefit of the stockholders, to the credit of the directors and to the benefit of those who may serve the retailer. Unsound ones, or fly-by-nights, are institutions set up that are not of the right type and offered as a blue sky or unsound stock-selling scheme, and of course, are to be frowned upon; and it is regretted that some of such do come to light. However, the chaff is soon blown away and the grain is kept.

America as a whole always finds the right answer and is sound.

Question No. 2—1928 business showed a very slight increase over 1927. Profits, however, were a little better, due principally to more efficiency, better economy and more rapid turnover.

Question No. 3—I think there is splendid prospects for better business and larger volume upon more satisfactory basis in 1929, than there was in 1928. But you've got to step some to get it. Keep ahead of the hounds, don't let them run over you.

Question No. 4—I don't think much of chain perfume shops. I doubt if there is enough business to sustain an independent store of this type, except in a very few locations. Beauty shops and beauty parlors seem to me to have a very well defined place where they could operate with benefit to themselves by rendering real convenience and service. Since there are so many people interested in keeping up their appearance these days, the number of patrons ought to make pretty good volume. I don't see any reason why such shops couldn't successfully sell perfumes and cosmetics. Of course, we would like to see it all go through drug stores. As a matter of fact, I don't know that they have any real right to expect it. This line of business, I think, should grow as more intelligent, better systemed and high class workmen engage in that character of enterprise.

Question No. 5—Meet foreign competition in an American way. By manufacturing a better product, or as good, selling it at a better price, or as good, put out a nice package, always be fair, pack according to the requirements of the country to which the goods are to be sent for sale, recognize the different quirks of the foreigner's mind in regard to business and transaction with foreign countries and go ahead. There is no reason in the world why American enterprise should not show its good points in foreign countries and reap the benefit as well as they do in this country. If every other civilized country feel it to their interest to send groups of well-trained experts over here to try to find out how we do it, it's pretty good evidence that they have respect for us and we must be doing something that is worth while. If we are doing something that's worth while, and are attracting the attention of producers and manufacturers, certainly those same products could be made attractive to the consumers whom these manufacturers are trying to learn how to serve better. Now, then, that's that.

A lot of things have happened in 1928 that have been of significance to affect the perfume business and the drug business, which is a closely allied distributing center. These revolutions have taken place in the grocery business. That's because the margin of mark-up is very narrow. Competition is very keen and action was forced earlier than in certain other divisions where the margin is broader and flat methods, waste, inefficiency, can get by longer. But brains and personality and investigation of sound, analytical minds are getting into the drug business now, and the perfume business, and the man who doesn't see the trend of the times and set his sails to capture wind on the high seas of better business, has got trouble ahead and his bark is liable to strike leaks and finally it might be s-u-n-k, unless he is a corking good corker.

This business game is a world of fun, and in America it is played, as a rule, upon the very highest plane and

always the best man wins. Also, it follows that always the most brilliant man is not always the best man. The average fellow who works and who is honest and who has thrift and energy, uses reasonable intelligence, sometimes can go more rapidly, the seemingly more methodically, and he will go further than some of our more brilliant lights. It is a wonderful age we are living in. The most wonderful country, and under the most glorious flag. Again I salute you in 1929 with a smile and also a cheery challenge—"Lay on Macduff, and damned be he who first cries 'Hold! enough!'"

Storfer Laboratories

Storfer Laboratories, Inc., New York City, Benson Storfer, president.—The question of mergers is of considerable significance. In fact, it seems to be the age of combines, both large and small, and the toilet goods field itself has witnessed not a few of considerable size and importance. The causes are loss in sales, loss in profits, high cost of operation; the result, reduction of overhead and sales expenses, greater efficiency and lower costs of production and operation; hence, greater profits. It might not be amiss to mention that a great many of the larger mergers are effected in Wall street for purposes of stock promotion. Recent newspaper advertisements telling of the "remarkable increase in the use of cosmetics" and offering analyses of cosmetic stock offerings exemplifies this phase of the situation. As for the effects on others in the industry, it is my firm belief that they do not affect materially the majority of toilet goods businesses in this country, for in spite of their powerful resources, and indeed because of their increased efficiency, these very merged concerns eliminate wasteful competition between themselves and promote a more healthful condition in the industry. Of course, drug and department store mergers as well as those of wholesalers cause centralized buying and though additional discounts may be allowed, these are compensated for by lower sales costs. Of paramount importance is the thought that individual ingenuity will overcome obstacles great and small.

Generally speaking, the year 1928 showed a small increase over that of the previous year in most lines. Department and retail stores on the Pacific Coast and in New England showed fair increases. However, those in the South, Central and North West either showed no increase or a slight loss. Of course, most of the large chain stores showed marked increases in sales for the year. As for the toilet goods field, business in the first four months of last year seemed to increase over the same period in 1927, but slackened down considerably toward summer and it was not until last fall that buying began to pick up. It was predicted that it would be a late buying year due to the psychological effect of the election, and so it was, but the spurt did come and no doubt we each reaped our just share of it. So that on the whole, 1928 showed a healthy increase over 1927.

Fundamental conditions are sound for growth and development in 1929 and there is good distribution of money. In our opinion, there is nothing in the business barometer to indicate pessimism for the New Year. Of course, one must pay strict attention to his business and less to Wall street. Competition has been keen the past year or two and will be keener this year with greater values to be offered. However, many undesirables have been weeded out and the basic law of the survival of the fittest will hold sway. With the almost universal condition of hand-to-mouth buying the past year, inventories are bound to be low and therefore we

may look forward to renewed buying and re-stocking of shelves. We can only be optimistic for the New Year.

The beauty shop should prove to be a good field for the sale and promotion of special beauty and cosmetic preparations, though their volume cannot at any time be considered great. The chain perfume shops are getting more than ever behind their own private brands and in a great many cases a sound merchandising method is used by them. They are still in an early stage of development and many evils must be eradicated before they can be reckoned with as important factors in distribution.

The American perfumer has by his integrity and industry kept pace with foreign competition. From actual experience, there is little to fear from imported brands of toiletries. Their high price, the tariff and the changed attitude of the American buyers of toilet goods toward unknown brands of foreign merchandise all tend to restrict the sale of French importations and the American perfumer has but to build up his standard of quality and package to attain the coveted heights. In this connection we should realize that the present vogue of stylists, now prevailing in the retail toilet goods field, is of utmost significance and merits our serious consideration.

McCulloch New Trade Commission Chairman

Commissioner Edgar A. McCulloch has succeeded to the chairmanship of the Federal Trade Commission with the resignation from the Commission of Abram F. Myers, effective January 15. Judge McCulloch is a former chief justice of the Supreme Court of Arkansas. He was appointed to the Commission by President Coolidge in February, 1927, and will serve as chairman for one year under the Commission's rule of rotation.

Whether the Republican vacancy on the Commission caused by the resignation of Commissioner Myers will be filled by President Coolidge prior to March 4 or whether he will leave the appointment to be made by Mr. Hoover upon the latter's inauguration remains to be seen. If the appointment is made by Mr. Coolidge it is probable that he will consult Mr. Hoover in the selection of a nominee in order that the office may be filled by a man who meets with the incoming President's approval.

Rider May Delay New Census Bill

The pending census bill which passed the House last session may be delayed in the Senate by a proposal to attach as a rider the bill for re-apportionment of the House membership. Although a similar re-apportionment bill once passed the House several years ago the present move to bring it forward may serve to impede the progress of the census legislation, which provides for the decennial census of population, agriculture, mining, and distribution. The U. S. Chamber of Commerce recently addressed a letter to Senators urging the desirability of providing for a national census of wholesale and retail distribution.

Dr. Stockberger Heads Federal Club

Dr. W. W. Stockberger, director of personnel and business administration of the Department of Agriculture, has been elected president of the Federal Club, an organization of government, administrative and technical officials, formed in 1920 for the purpose of promoting a better understanding on the part of the public of the multifarious activities of the government and on the part of government officials a better appreciation of public needs.

Hearings Begun on Tariff Revision

Divergent Views Regarding the Use of American Valuation

Synthetic Manufacturers Suggest Several Changes

Perfumers and Bottle Makers Are Heard

WASHINGTON, January 15—The arduous task of tariff revision commenced January 7 when the chemical industry presented to the House Ways and Means Committee a plea for protection that will not only insure its development, but its permanence. The position of the chemical industry in general regarding tariff adjustment was presented by Salmon W. Wilder, chairman of the executive committee of the Manufacturing Chemists' Association of the United States. He stated that the Tariff Act of 1922 has on the whole promoted the welfare of the industry, but that several years' experience has disclosed the inadequacy of certain rates and administrative features of the act. He recommended that such changes be made as are necessary to cover these specific items. Mr. Wilder urged particularly that the rate of 25 per cent ad valorem on chemicals not specially provided for (Paragraph 5) should be increased to 40 per cent, with a view to protecting from destructive foreign competition, not only chemical products now produced, but new materials which scientific research is bringing to light.

Favors American Valuation as Basis

American valuation should be taken as a basis for the application of duties on all chemicals, Mr. Wilder declared in response to questions from the committee. He also advocated retention of the flexible tariff principle written into the 1922 Tariff Act, but recommended the adoption of a formula by which foreign costs of production may be obtained by computation from invoice value rather than from costs obtained abroad. He made the point that delays attending present procedure under Section 315 go far towards defeating the purpose intended. In discussing foreign competition, Mr. Wilder referred particularly to foreign chemical cartels. He asserted that American manufacturers now must meet cartel competition wherever they would do business. He explained that the license to combine afforded the foreigners a powerful competitive advantage and that the domestic industry, while it is not complaining of the limitations imposed by American law upon American business, is entitled to tariff protection as the one defense against a system of business which the U. S. government does not permit its own citizens to practice.

Increase Asked on Citric Acid

With respect to citrus oils, E. T. Cassell, representing the California Citrus League, asked simply that the present rate of duty of 25 per cent ad valorem (Paragraph 59) be retained. When tariff legislation was up for consideration in 1922 the California citrus oils industry was in its infancy, but since then, said Mr. Cassell, it has developed, under the tariff protection then afforded by Congress, until today it is recognized all over the world as one of the challengers in the world market in citrus oils.

An increase in the duty on citric acid from 17 to 18 cents a pound was urged by Mr. Cassell. No change was recommended in the present rate of duty of 7 cents a pound on

citrate of lime under Paragraph 49. This duty corresponds to a rate of 12 cents per pound on the citric acid recoverable therefrom. Juices unfit for use in beverages (lemon, lime and sour oranges) should be taken off the free list and a duty of 5 cents per pound applied, he said. Mr. Cassell explained to the committee that this duty would correspond to a rate of 10 cents per pound on the citric acid recoverable therefrom. The addition of pectin to Paragraph 42, with a duty of 25 per cent ad valorem, was recommended by Mr. Cassell. Pectin now takes a duty of 20 per cent under Paragraph 1459, sundries not specially provided for.

Mr. Cassell said that the California Citrus League could not suggest appropriate specific duties on orange, lemon and grapefruit oils.

Stearic Acid Duty Increase Asked

A duty of 50 per cent ad valorem on stearic acid and on pseudo-stearic acid was recommended by J. J. Jordan, of Cincinnati, on behalf of National Association of Stearic Acid Manufacturers. Stearic acid now pays a duty of 1½ cents per pound under Paragraph 1 and pseudo-stearic acid 25 per cent ad valorem under the basket clause in the same paragraph. Mr. Jordan represented that the stearic acid industry is operating at a continuous loss due to actual and potential competition from Belgium, Holland, France, Italy and Germany. An opposing brief may be filed later on behalf of the consumers of the product. Mr. Jordan also urged that the duty on crude glycerine carried in Paragraph 43 should be increased from one to four cents; and the duty on refined glycerine from 2 to 6 cents per pound.

A. Cressy Morrison, of New York City, representing the Union Carbide & Chemical Corporation, asked that the present duty of 6 cents per pound and 30 per cent ad valorem on chemicals of the acetaldehyde family listed in Paragraph 2 should be retained and extended to cover new products that are being developed in this group.

A specific duty of 7 cents a pound on butyl acetate was advocated by Representative William E. Hull, of Peoria, and other representatives of the Commercial Solvents Corporation. Representative Hull explained that producers of butyl alcohol are facing competition from German manufacturers of synthetic butyl acetate and that the present duty of 25 per cent on the imported product is not sufficient to protect the domestic industry which uses corn in the manufacture of the alcohol from which the acetate is derived.

Synthetic Organic Manufacturers Present Case

To provide natural and synthetic odoriferous and aromatic chemicals and mixtures thereof with adequate tariff protection, Dr. E. H. Kilheffer, of Passaic, N. J., representing the Synthetic Organic Chemical Manufacturers Association of the United States, recommended that they should be transferred from Paragraph 61 to Paragraph 28. Dr. Kilheffer explained that these substances and their compounds were placed in Paragraph 61 when it was thought that

American selling price would be adopted as the basis for the valuation of imports throughout the 1922 tariff schedules.

He declared that on the basis of foreign value the rate of 45 per cent assessed under Paragraph 61 on anethol, citral, geraniol, heliotropin, etc., and 40 cents per pound and 50 per cent ad valorem on mixtures and combinations are wholly inadequate.

The single components of these substances are now included in Paragraph 28, Dr. Kilheffer pointed out in urging the transfer from Paragraph 61 in order to give them the benefit of duties levied on the basis of the American selling price of similar competitive products of domestic manufacture. The proposal made by Dr. Kilheffer is especially significant, as there appears to be no intention on the part of the Committee to extend the application of the theory of American valuation to other paragraphs or schedules of the tariff.

At the same time that Dr. Kilheffer made this recommendation to the Committee, he urged that the temporary rates of duty provided for a period of two years on all products included in Paragraphs 27 and 28 should be restored and made permanent. For two years following the enactment of the Tariff Act of 1922 the products under Paragraph 27 took a duty of 55 per cent and 7 cents a pound and the products under Paragraph 28, of 60 per cent and 7 cents a pound. Under the terms of the act the ad valorem rates then dropped to 40 and 45 per cent respectively. Since this reduction, which went into effect in September, 1924, there has been a considerable increase in imports, Dr. Kilheffer informed the committee. As it is in this field that the future of the American chemical industry lies, he urged the restoration of the higher rates. He pointed out that the protection given to the industry under the Tariff Act of 1922 has not resulted in any advance in prices to the consumer, but that, on the other hand, prices have declined every year since then.

American selling price of similar competitive products of domestic manufacture as a basis for the valuation of imports for dutiable purposes has had a successful trial in Paragraphs 27 and 28, according to Dr. Kilheffer. He explained that most of the protection provided by those paragraphs is due not to the rates of duty, but to the basis on which they are levied. In urging the committee to retain this basis in these paragraphs he declared that any change would necessitate a whole new set of ad valorem rates and specific duties.

An increase from 25 to 40 per cent in the rate provided in Paragraph 5, the so-called basket clause of the chemical schedule, was recommended by Dr. Kilheffer. He stated that this increase is desired in order to protect the domestic industry from the incursion of new products developed abroad for which no specific provision can be made in the American tariff.

Reference to Perfume Materials

The section of Dr. Kilheffer's brief which particularly referred to perfume materials in Paragraph 61 is as follows:

"We request in paragraph 61 that the words 'ambergris, castoreum, civet, and musk, grained or in pods, 20 per cent ad valorem' be omitted, that the specific duty remain unchanged, and that the ad valorem duty be raised to 60 per cent both for single products and mixtures.

"In asking to place ambergris, castoreum, civet, and musk on the free list, we point out that these are natural products not produced in the United States, and for that reason we concur with the premises of the brief being presented by the American Manufacturers of Toilet Articles. We are asking for the increased duty in order to establish this industry on a firmer footing, and are submitting a brief in support.

"We suggest that paragraph 61 be worded as follows:

"Paragraph 61.—Perfume materials: Anethol, citral, geraniol, ionone, rhodinol, safrol, terpineol, and all natural or synthetic odoriferous or aromatic chemicals, all the foregoing not mixed and not compounded, and not specially provided for, 60 per cent ad valorem; all mixtures or combinations containing essential or distilled oils, or natural or synthetic odoriferous or aromatic substances not otherwise provided for, 40 cents per pound and 60 per cent ad valorem: Provided. That only materials not marketable as perfumery, cosmetics, or toilet preparations, and not containing more than 10 per cent of alcohol, shall be classified for duty under this paragraph: Provided further. That all of the foregoing materials containing more than 10 per cent of alcohol shall be classified for duty under paragraph 62 as toilet preparations."

Monsanto Chemical Works on Vanillin

Vanillin has been transferred from Paragraph 61 to Paragraph 28 by court decision, the committee was informed by J. W. Boyer, of St. Louis, representing the Monsanto Chemical Works. Mr. Boyer urged that it should be permanently included in Paragraph 28 by statutory provision, where, under the rates in the 1922 Act it will take a duty of 7 cents per pound and 45 per cent ad valorem instead of a straight ad valorem rate of 45 per cent under Paragraph 61.

Mr. Boyer and Levi Cooke, of Washington, D. C., representing the Maywood Chemical Company, and other firms asked that theobromine, a raw material in the production of caffeine, should be transferred from Paragraph 5 where it takes a duty of 25 per cent, to Paragraph 15, with a duty of \$1.00 a pound. The present duty on caffeine under Paragraph 15 is \$1.50 a pound. Mr. Cooke stated that German and Dutch makers of theobromine have put the price down to \$1.08 and that the Maywood Chemical Company cannot make this product for less than \$2.

Eugene R. Pickerell, appearing as the representative of the General Dyestuffs Corporation and other importers, urged upon the committee that American selling price should be abandoned as the basis for the assessment of duties under Paragraphs 27 and 28. Mr. Pickerell asserted that this provision has been abused and that the duties levied thereunder penalize American consumers of high-grade imported coal tar dyes.

A. M. T. A. Asks Transfers to Free List

On behalf of the American Manufacturers of Toilet Articles and the Perfumery Importers' Association, W. L. Crounse, of Washington, filed with the Committee a resolution adopted at a recent joint meeting of the tariff committees of the two associations, asking that there be transferred to the free list ambergris, castoreum, civet and animal musk, grained or in pods, now dutiable at 20 per cent ad valorem under Paragraph 61, and floral waters containing no alcohol, also dutiable at 20 per cent under Paragraph 63.

Mr. Crounse informed the committee that he would file at an early date a memorandum regarding the imports of these articles, the customs revenue derived from them, and their origin and utilization in the manufacture of perfumery. The joint resolution referred to by Mr. Crounse in his testimony before the committee reads:

"Be it resolved at a joint meeting of committees representing the American Manufacturers of Toilet Articles and the Perfumery Importers' Association, respectively, that it is the sense of both bodies that the tariff on perfumery and materials therefore, including perfumery imported in the finished state, should remain as in the Tariff Act of 1922, excepting that in Paragraph 61, the following items should be transferred to the free list:

"Ambergris, castoreum, civet and animal musk, grained or in pods, and that in Paragraph 63, floral waters containing no alcohol should also be included in the free list."

Glass Bottle Men Make Strong Plea

Protection for the hand-made glass bottle industry from French competition by the imposition of a duty of 82½ per cent under Paragraph 218 was urged upon the committee by Walter R. Leach, of Baltimore, representing the Carr-Lowrey Glass Company and Swindell Brothers, of Baltimore; T. C. Wheaton Co., of Millville, N. J., and the Chicago Heights Bottle Co., of Chicago Heights, Ill., manufacturers of perfume and toilet water bottles and jars. Mr. Leach advised the committee that the American Manufacturers of Toilet Articles by resolution, had recommended that a reasonable increase should be made in the duty on hand-made ground glass stoppered bottles. Harry O. Brawner, chairman of the Tariff Committee of the Glass Container Association of America, stated that the association, as such, had no brief to present to the committee but is entirely in sympathy with the plea made by the hand-made bottle branch of the industry.

The conditions which confront the hand-blown bottle manufacturers today as the result of French competition and technical interpretation of the 1922 Tariff were described by Mr. Leach. He explained that it was the intent of Congress to provide a duty of 55 per cent for hand-made glass bottles under Paragraph 218 of the present law but that the omission of the word "bottles" in that paragraph has resulted, by a decision of the U. S. Court of Customs Appeals, in throwing this product into Paragraph 217 which carries a specific duty of only 50 cents per gross, the equivalent of only one to four per cent ad valorem. Mr. Leach pointed out that in all tariff laws from the Act of 1890 onward, paragraphs corresponding to Paragraph 218 of the 1922 Act contain the words "glass bottles" and that the omission in the 1922 Act was not intended to change its meaning and scope. He explained that it was done by Congress at the suggestion of table ware interests which desired merely to have an exclusive classification as the basis for statistics for their branch of the industry. He informed the committee that duties on glass bottles were collected at the rate of 55 per cent until the Customs Court of Appeals, in a test case brought by importers, by a decision in March, 1928, transferred the high-grade bottles and jars from Paragraph 218 to 217.

Mr. Leach recommended that a provision should be inserted in Paragraph 217 specifically excluding perfume and toilet water bottles and jars, in order that they may not be included therein by any administrative or judicial interpretation and that they may be definitely and specifically

included under the ad valorem duties of Paragraph 218, at a rate which he recommended should not be less than 82½ per cent. Mr. Leach declared to the committee that no stronger testimonial of the merit of the bottle manufacturers' petition could be made than the resolution of the A. M. T. A. The fact that the buyers of perfume and toilet water bottles and jars have voluntarily taken this position shows, he said, that the request for adequate protection would have no detrimental effect upon the manufacturers or ultimate consumers of perfume and other toilet articles.

Still Awaiting Tariff Board's Bottle Verdict

The loss of business due to French competition became so serious that in 1925, the bottle manufacturers appealed to the Tariff Commission for relief under the flexible provision of the Tariff Act but due to various circumstances, Mr. Leach told the committee, the Commission's investigation was not completed until last December and is still awaiting action by the Commission and the President. Mr. Leach presented exhibits of perfume bottles, one of which, he said, was never made in this country until last November.

Committee members manifested great interest in the exposition by Mr. Leach of the state of the hand-blown bottle industry. He explained for the benefit of Representative C. W. Ramseyer, of Iowa, the hand-blowing process. Representative Henry W. Watson, of Pennsylvania, inquired regarding the wages of skilled glass-workers on hand-blown bottles and was informed that the average earnings are about \$6.50 a day as compared to the French wage of \$2 a day. Mr. Leach explained that it is this wage difference that makes foreign competition such a serious problem. In answer to a question by Representative Cordell Hull, of Tennessee, Mr. Leach stated that the domestic industry was not harassed by foreign competition when the 1922 Tariff Act was written and that this did not become menacing until 1923 when it was discovered that most of the imported bottles were being made in France.

Representative John N. Garner, of Texas, commented that the elimination of a specific reference to glass bottles from Paragraph 218 is another instance where the Senate made the change without any knowledge of the subject. Representative Garner asked Mr. Leach whether any machine-made bottles are coming in from abroad. Mr. Leach replied that the duty of 50 cents a gross on this class of goods apparently is adequate, that the automatic-machine branch of the domestic industry is making 99 per cent of consumption and can meet all domestic requirements. He informed Representative Ramseyer that production of perfume and toilet water bottles totals approximately \$1,500,000 a year, divided among three or four factories that are capable of an output of \$3,000,000 to \$4,000,000. He explained that it represents only a small portion of the aggregate production of the glass container industry but that it is important to the American perfumer because the bottles are of high-grade and artistic design comparable in every way with bottles imported from Europe.

Hand-Blowers of Bottles a Vanishing Race

The petition of the hand-blown glass bottle manufacturers was supported by James Maloney, of Philadelphia, who appeared before the committee in behalf of the Glass Bottle Blowers' Association. Mr. Maloney described the bottle blowers as a vanishing race. He had no complaint to make, he said, that the manufacturers have been forced to adopt machine methods. Otherwise, he said, they would have been left behind in the industrial procession. There

is nothing left but the little hand-made bottle section he said. If the manufacturers had continued to produce bottles made on the end of a pipe and rolled on a marble the union would have 50,000 to 60,000 members instead of between 1,500 and 2,000 he declared.

Mr. Maloney informed the committee that the association had sent one of its officers to France to investigate conditions there. He found he said, that skilled French glass bottle-blowers are paid about \$2 a day and that the spread of the communistic doctrine—the philosophy of despair, as he described it—had reduced them to a state where they are in no position to enforce a plea for higher wages.

Fats and Oils as to Farmers and Soapers

Countering a proposal made by the farm organizations that a flat ad valorem duty of 45 per cent should be placed on all oils and fats to protect domestic growers and crushers from foreign, including Philippine, competition, F. M. Barnes, of Cincinnati, appearing on behalf of laundry soap manufacturers asked the committee to divorce for tariff purposes edible and inedible oils and fats and place all of the latter on the free list, when so processed as to render them unfit for use as food.

Mr. Barnes declared that the soap manufacturers are in sympathy with the general policy to improve the condition of the farmers and felt that some form of relief should be provided in a great many instances. He explained on the other hand that the proposal made on their behalf that all imported vegetable and animal oils and fats should be subjected to a duty of 45 per cent would mean an advance of 50 per cent in the price of soap. Mr. Barnes stated that coconut oil, palm oil, palm kernel oil and denatured olive oil, the four principal ingredients in the soap kettle, cannot today and never will be produced in the United States. The proposal of the soap manufacturers that imports of oils and fats for the soap kettle should be rendered unfit for human consumption removes them from competition with the farmers' products in the edible oil market, while free entry of the inedible oils and fats assures an adequate supply to domestic soap manufacturers.

Mr. Barnes informed the committee that the consumption of fat in the soap kettle has increased from 775,000,000 pounds in 1912 to 1,650,000,000 pounds in 1928. He said that the domestic supply had fallen short by 700,000,000 pounds of meeting the demand for soap manufacture last year. Mr. Barnes presented statistics showing that domestic fats and oils represent a diminishing proportion of the total consumption for soap manufacture. In 1912 domestic fats represented 80 per cent of total consumption for this purpose; in 1921, 73 per cent, and in 1928, 57 per cent. At the same time there has been an increase in the domestic consumption of soap from 1,850,000,000 pounds in 1912 to more than three billion pounds last year, he declared that the manufacturers have no place to look for a larger supply of domestic raw materials. Unfortunately for the soap industry, said Mr. Barnes, it has been the real importer of vegetable oils and, because it has been coupled up with the edible oils industry, its needs have been lost sight of.

In the present situation, he said, the soap makers are in direct competition with the consumers of edible animal oils, the per capita consumption of which has risen from 43 pounds during the period from 1920 to 1923 to 47 pounds per capita last year. Mr. Barnes said that soap manufacturers prefer animal fats but cannot have them. Less than 27 per cent of the supply is available to soap manufacturers, he said. He told the committee that the same situation exists with respect to edible cottonseed oil.

Representative Garner, ranking minority member of the Committee, made the statement that the soap manufacturers want their raw materials, which are the finished product of the farmer, free of duty, while at the same time they demand a duty on their finished product. Mr. Barnes replied that the soap manufacturers never asked for the duties that were placed on soap in the 1922 tariff. He said that every country in the world today recognizes the soap kettle and gives it a differential duty either on the oils or on the nuts and seeds.

B. W. Corbin, eastern manager of the Laundry Owners' National Association, asserted that the proposed duty of 45 per cent on oils and fats will not aid the farmer, as he does not produce the inedible materials that go into the laundry soap kettle. On the other hand, he said, every farmer will have to pay the increase of 50 per cent in the price of soap. Such a duty would place a tax on cleanliness, health and sanitation, he asserted.

Howard Kellogg, president of Spencer Kellogg & Sons, said that his firm desires no change in the present duty of 2 cents a pound on coconut oil under Paragraph 55, but asks that palm kernel oil, now on the free list, be given the same duty as it is interchangeable with coconut oil. If duties are placed on copra and palm kernels, compensatory increases should be made in the duties on coconut oil and palm kernel oil, according to Mr. Kellogg. Mr. Kellogg stated that if the denaturing schedule proposed by Mr. Barnes is adopted the duties on edible oils should be increased rather than that the duties on oil going into the soap kettle should be reduced or placed on the free list.

Asks Duty on Crude Drugs

S. B. Penick, president of S. B. Penick & Co., crude drugs, New York and Asheville, N. C., asked the committee to consider the imposition of a minimum duty of 33½ per cent on crude drugs covered by Paragraph 34, schedule 1, as well as those covered by Schedule 35. Mr. Penick asserted that the present rates of duty did not allow the domestic crude drug industry to compete with foreign sources of supply. These sections cover milled drugs of every sort and in his brief Mr. Penick pointed out the difference in milling costs here and abroad which made the present rates too low.

Urge Increase on Crude Wool Grease

Frank D. Neill, representing Victoria Mills and others of Boston, Mass., requested the committee to increase the duty on crude wool grease now dutiable at $\frac{1}{2}c$ per pound. He charged that this material was being "dumped" in this market by certain foreign producers and asked that the duty be raised to 2c per pound. The effect on the cosmetic industry would be felt in the cost of lanolin, if at all.

Expect Extra Session April 15

The probability is that President-elect Hoover will call the new Congress into special session about April 15 to consider farm relief and tariff revision. Senator McNary, chairman of the Senate Committee on Agriculture, announced recently after a conference with Mr. Hoover that he did not intend to call his committee together. It is understood that Mr. Hoover finally abandoned any hope of avoiding an extra session after Senate and House leaders had advised him that they could not put a farm relief bill through Congress before March 4. They are hopeful, on the other hand, that both a farm relief measure and a new tariff law can be enacted by July 1. The two measures are closely coupled.

Trade Board Formulating Beauty Rules

*Federal Commission Considers Work at Conference
to Unify Conditions and Business Methods
of the Various Allied Industries*

WASHINGTON, January 15.—The Federal Trade Commission now has under consideration the resolutions presented at the trade practice conference of the beauty and barber supply industry held in Chicago December 14. Commissioner Garland S. Ferguson presided. Inducing breach of contract is condemned in the first resolution adopted by the conference. Rule 2 designed to put an end to secret rebates provoked some debate. In the form adopted it reads:

"The payment or allowance of secret rebates, refunds, credits, or unearned discounts, *in excess of published price lists*, in the form of money or otherwise, or extending to certain purchases special services or privileges not extended to all purchasers under like terms and conditions, is an unfair trade practice." The amendment "in excess of published price lists" was offered by W. F. Koken, Koken Companies, St. Louis.

Defining a Distributor

The next resolution (Rule 3) adopted by the conference is an attempt to define a qualified distributor of beauty and barber supplies. A note added to this resolution that its purpose is to exclude the peddler, bootlegger, the barber posing as a supply house to get dealers' prices, barber colleges or beauty culture schools, was stricken out. The definition of a qualified distributor reads:

"The industry hereby accords its approval of the definition of a qualified distributor of beauty and barber supplies as one whose principal business is selling such supplies and equipment to beauty parlors and barber shops; who carries a well-selected stock of merchandise, buys in suitable quantities, warehouses a reserved stock adequate for the demands of economical distribution and convenient service, resells in proper units to the consumer, assumes the credit risk and such other obligations as are incident to the transportation, warehousing and distribution of beauty and barber supplies and equipment."

The fourth resolution adopted by the conference records the industry's approval of the practice of distributing and circulating to the entire industry current price lists and all notices of an advance or decline in prices made by any distributor or manufacturer.

Should Adhere to Published Prices

Price discrimination is dealt with in the fifth resolution and the conference went on record in declaring that it shall be a cardinal principle among manufacturers and dealers alike to adhere to published prices, that there shall be no discrimination as between purchasers of like amounts and conditions in the same territory, and that any deviation from this policy shall be deemed an unfair trade practice.

The sixth resolution declares that detail orders should be solicited by the detail man of the manufacturer only and defines as an unfair trade practice the practice of appointing the agent of the dealer to solicit detail orders.

The conference then proceeded to the consideration of a series of resolutions prepared by a special committee representing the manufacturers and accepted by them as representing their views. The first two (Rules A and B) are directed against misbranding, fraud and misrepresentation in the branding, marketing and sale of beauty and barber supplies. The third relates to secret rebates and is identical with Rule 2 above, as amended. The conference defeated a motion made by Mr. Sandahl to add to Rule B on fraud and misrepresentation a declaration that it is an unfair trade practice for distributors privileged to buy merchandise from qualified manufacturers to manufacture articles of like nature with intent to deceive, and offer them to the trade in competition with the merchandise of the qualified manufacturer.

Rule D adopted by the conference is directed against price discrimination and is practically identical with the provision of the Clayton Anti-trust Act in this respect. The conference adopted as Rule E, a definition of a qualified manufacturer of beauty and barber supplies as "one who sells to qualified distributors (wholesale) and/or to the legitimate retail trade at a reasonable differential in price over the price at which the wholesale distributor is sold by the manufacturer."

Circulation by individual dealers and distributors of broadsides listing nationally advertised articles which have established a well-known price, at greatly reduced prices and purporting to be able to supply such articles at such prices and not being able to do so would constitute unfair trade practice under Rule F.

"Free Goods" Gifts Called Unfair

A proposal that evoked more debate than any other was a motion by Mr. Sandahl, which was finally adopted by a vote of 35 to 27, providing that qualified manufacturers and qualified distributors as defined by the beauty and barber supply industry designate to the Commission for publication to the trade whether they are to be classified as manufacturers or distributors. In support of the resolution Mr. Sandahl contended that every manufacturer should know who he is dealing with and should know what protection he has under Rule 3 and Rule E. He expressed the opinion that a man cannot qualify under both terms.

The conference adopted another resolution presented by Mr. Sandahl declaring it unfair for a qualified manufacturer to give away "free goods" under the guise of the unit package, for the reason that this practice leads to deception of the purchaser as to the cost of each individual item, thereby leading the purchaser to believe that he is getting something for nothing. The resolution also recites that the term "free goods" should not be used in any transaction; that, if unit selling is continued, the manufacturer should set out the fair and reasonable value of each item in the unit sale and give the purchaser the right to buy any item separately at the price shown in equal quantity; and

that the total of the individual prices shall not be in excess of the unit price.

The conference defeated a resolution offered by Mr. Sandahl to the effect that "we consider it unfair to the industry as a whole, as well as dangerous to the health of the general public for any manufacturer to offer to the trade merchandise of a medicinal nature such as cosmetics for external use that is not manufactured under the supervision of a qualified chemist or doctor, to insure the chemical purity of the merchandise."

The motion was seconded by A. W. Austin, Andre, Inc., Birmingham, Ala. Mr. Sandahl stated that hair tonics and cosmetics are not classified by the Pure Food and Drugs Act as being of a medicinal nature and there is no claim by the manufacturers that their products are of a medicinal nature, but it is a recognized fact, he said, that the public can be injured externally by the application of cosmetics not made in accordance with scientific knowledge or under the supervision of a chemist and that this results in injuring the business of legitimate manufacturers and is dangerous to the public health.

E. A. Crouch, Lucky Tiger Remedy Co., Kansas City, Mo. asserted that the policy expressed in the resolution was brought about by one prejudiced manufacturer. Eugene Brokmeyer, Washington Counsel of the National Beauty and Barbers Supply Dealers Association, expressed the opinion that the resolution was outside of the field of unfair trade practice and was not a proper subject for discussion at the conference.

Mr. Sandahl made another futile attempt to secure the adoption of a resolution declaring that it is unfair trade practice for a distributor privileged to buy merchandise from qualified manufacturers to manufacture articles of like nature with intent to deceive and offer them to the trade in competition with the merchandise of the qualified manufacturer.

S. S. Muller, Consolidated Hair Goods Co., Chicago, offered a resolution, rejected by the conference, providing that any firm or corporation or person maintaining a store, office or shop wherein the public is invited to purchase shall be classified as a retail dealer in those articles which are offered by that person to the general public and shall not be entitled to the distributors' discount from the manufacturer. The resolution was objected to as too broad.

Such resolutions as the Commission approves will determine its policy in the future regarding the unfair trade practices which they condemn. Others relating to practices that may be economically unsound but that, in the opinion of the Commission do not constitute unfair methods, will be accepted as expressions of the trade. Clandestine violation of the latter, however, constitutes in itself an unfair method of competition under a ruling of the Commission.

Drug Conference Files Stipulation

The New York Drug Trade Conference, a retail drug trade association with a membership of approximately 250 retail druggists has by stipulation with the Federal Trade Commission agreed to cease and desist from seeking to induce manufacturers to sell only to distributors who maintain fixed resale prices for their products. The stipulation bans coercion, intimidation or the boycott of manufacturers, the issuance of "courtesy cards" to manufacturers who adhere to price standardization, and the publication of bulletins or trade papers showing lists of manufacturers to whom such courtesy cards have been issued.

Prohibition Bureau Matters

Dr. Doran Puts Restrictions on Wine Tonics and Bitters

WASHINGTON, January 15.—Prohibition Commissioner Doran has issued a sweeping regulation limiting to legitimate drug channels the sale of such alcoholic medicinal products as wine tonics, bitters, fernet, vermouths, horke-vinos, ferro-chinas and advocaats, whether imported or manufactured domestically, and whether made with a wine or spirit base. Large quantities of these products, manufactured more or less in accordance with the approved formulas requiring their adequate medication, have been sold through delicatessen shops, soft drink establishments, etc., and in the opinion of the prohibition officials have been diverted to beverage use. The Bureau plans to shut off this illegitimate traffic.

Dr. Doran, however, has found it necessary to provide an amendment to take care of private formula preparations. In the course of a few days a supplemental regulation will be issued exempting from the operation of the ruling manufacturers of private formula preparations intended for the use of physicians, dentists and veterinarians. Such preparations will be permitted to be sold direct and need not pass through the hands of drug jobbers or retailers.

No action will be taken against legitimate dealers who may have on hand after April 1 preparations manufactured prior to January 1. It will be a matter of interest to the officials, however, to note the labels of such goods as it will enable them to identify roughly the date of their production.

Chile as a Market for Toilet Preparations

Chile ranks among the 40 best markets for American toilet preparations and the value of United States exports of these products has varied from \$43,000 in 1922 to \$73,000 in 1927, the high level of \$80,000 being reached in 1926. Chile is mainly a price market and keen competition is encountered from European preparations. There is no prejudice against American toilet requisites and their popularity is increasing. Many foreign concerns have established packing houses in Chile to avoid the high duty and to be able to more effectively compete with products of local manufacture.

The following table shows the value of exports of toilet preparations from the United States to Chile during the last four years:

	1924	1925	1926	1927
Toilet and fancy soaps.....	\$6,000	\$7,000	\$15,000	\$6,000
Perfumery and toilet waters....	2,000	2,000	2,000	5,000
Talcum and other toilet powders	8,000	6,000	10,000	5,000
Creams, rouges and cosmetics.	2,000	2,000	3,000	3,000
Dental preparations	27,000	39,000	45,000	50,000
Other toilet preparations.....	1,000	4,000	5,000	5,000
Total.....	\$46,000	\$60,000	\$80,000	\$74,000

Long & Co. Lose Contempt Prosecution

Efforts to have Maurice Campbell, prohibition administrator, adjudged in contempt of court failed January 11 before Federal Judge Coleman. The motion was made in behalf of W. H. Long & Co., chemists, of Port Chester. Campbell was alleged to have disregarded an order made here by Judge Hutchenson, of Texas. The court decided that the order merely had required the restoration of the company's permit to withdraw alcohol for use in chemical products and that it had been complied with.

Lavender Industry in Southern France

*Continuation of the Article by Dr. Ernest S. Guenther
Chief Research Chemist of
Fritzsche Brothers, Inc., New York*

ONLY three or four years ago it was, despite the desire for plantations, absolutely impossible to conceive any advantage in plantations over the production of natural lavender. The initial cost of the establishment representing quite a large sum, the high cost of cultivating, rapid decay (which, in turn, provides for high amortization)—these facts constitute a disadvantage which the reduced cost of cutting and a good yield of flowers and oil can hardly overcome. With the continuous and prodigious increase of the cost of cutting up in the mountains and the risk of harvesting the natural lavender, although it is smaller for plowed natural lavender than for the wild lavender, it is very difficult today to anticipate the future. The problem still remains to be solved and the necessary facts are not yet sufficiently established.

At any rate, plantations should not be made without consideration and study of the soil and conditions if one does not want to see them suffer from devastation. On the mountains, in regions too inaccessible, they should never be started.

In consideration of the actual cost of living and everything in France, the price of lavender oil should be about 180 to 200 francs minimum, per kilo according to quality. (Purchasing price as paid to the farmer distiller by the exporter.)

Quality of Oil Originating from Planted Lavender

If the plantations are made at high altitude, their flowers give an oil of the same quality as if the oil had been distilled from plants of the wild flower fields from which the young plants for the plantations have been taken. This is true only if both the plantations and the wild flowers are growing in high altitude.

Does this apply also to lavender planted in low altitudes? The opinion on this point is divided but the majority of men engaged in lavender production are of the belief that it degenerates with low altitudes.

One very large planter and distiller, for instance, whose plantations are in high altitudes is not in a position to give his opinion either one way or the other. However, according to his observation of extended purchases during successive years of oils coming from the same plantations in lower altitudes, he is inclined to believe that the quality deteriorates from one year to another.

Yield of Oil

The yield of oil is variable. It is a certainty that the yield diminishes with the altitude. At 1,000 meters the average yield for natural lavender is 500 grams per hundred kilos of flowers; at 1,400 meters it is usual to find a yield of 300 to 400 grams. A yield of 600 to 700 grams has been claimed for natural lavender but this should not be taken as a base for calculation.

The lavender of plantations gives a higher yield—700 to 900 grams but it is justifiable to take 800 to 850 as the base. Yields of one kilo and even more have been met with but these are most exceptional. The highest yield renders "Lavandin."

As we said before, the yield of oil depends upon many factors and no general rule can be applied. Factors besides the altitude are the humidity on the day of harvest; rain diminishing greatly the yield of oil while sunshine and dryness before the day of cutting enhance the yield.

At the beginning and at the end of the harvest the yield is lower than in the period of full blooming. The yield also depends largely on the way the flowers are cut and the state in which they are brought to the still. The cutter who sells the flowers by weight, of course, is inclined to cut the plants as low as possible, thus increasing the weight by stalks and woody parts which are absolutely useless for the distiller since they do not contain oil.

During the transportation from the mountains to the still, the plants may lose up to 50% of their weight by evaporation of the water content, and along with this comes evaporation of parts of the oil. It is very advantageous for the distiller, therefore, to distill the flowers as fresh as possible and to weigh out and to pay for the flowers when they arrive at the factory, because in this way the cutter and not the distiller has to bear the loss by evaporation during transportation.

Distillation of Oil of Lavender

Up to about twenty-five years ago all the oil of lavender was distilled in migratory open-fire stills. These migratory stills were convenient. They could be placed wherever there was sufficient flower supply and water for cooling and refrigeration.

There are some disadvantages connected with open-fire distillation. If the distiller is not careful, it may happen that the flowers are burned through contact of the open fire with the walls of the still. The submerging of the flowers in the water brings about partial saponification of the linalyl acetate contained in the oil of lavender. This saponification is caused by the presence of alkali in the water originating from the calcareous mountains. This saponification may amount to 10% of the linalyl acetate contained in the oil.

In order to prevent this trouble, perforated bottoms have been introduced in open-fire stills, precluding the possibility of contact of the flowers with the water and reducing the saponification from 10 to 5%. In other words, oil of lavender distilled in a modern steam still and showing an ester content of 40% would run 35% if distilled in an open-fire still equipped with a perforated bottom, and 30% if distilled without such. These are approximate figures only.



In 1908, Schimmel & Co., erected at Barrême a modern and well equipped steam distillation plant where they made experiments in the distillation of lavender. Since that time other plants devoted to the same end have been built in that region. It was found that the highest ester content could be obtained by distilling the fresh-flower material with dry steam as quickly as possible, in order not to leave too much time for saponification of the esters.

Due to this basic work of Schimmel & Company today almost all the oils of lavender are distilled with steam and are largely judged analytically by their ester content and commercially sold accordingly.

We find that the ratio today of open-fire stills as compared with steam stills (where the steam is created in a separate boiler) is 3 to 20.

The transition from open-fire stills to steam stills was not made without extensive discussion and much controversy.

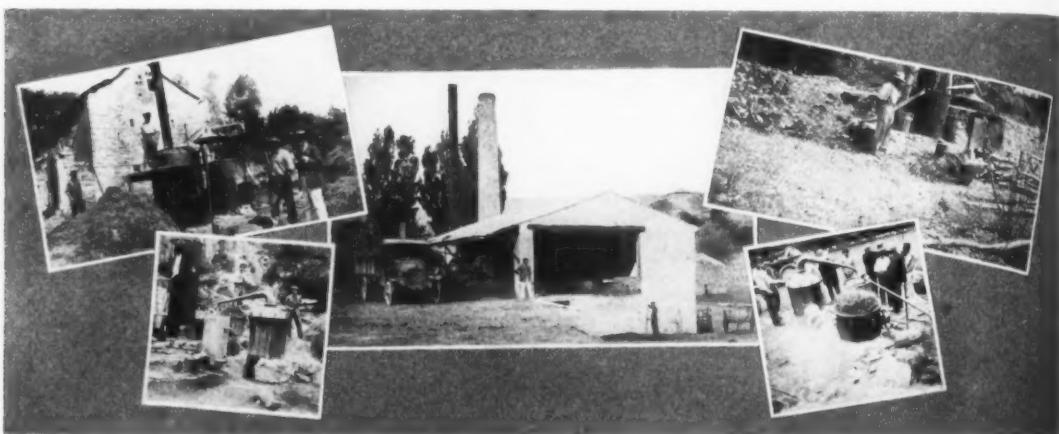
carried out much quicker; one charge in a still is ordinarily distilled in 45 minutes. These factors permit of large production of oil in modern factories situated in the center of the various lavender regions.

Although, as we have just seen, the ester content depends to a certain degree upon the manner of distillation and the apparatus, it is about uniform for each region, just as every region produces an oil with a peculiar perfume.

The content of ester is not the same every year for an oil coming from the same lavender field. It has not yet been possible to form an exact opinion as to the cause of this difference. This year there is a decrease in the ester content of from 2 to 6 per cent.

Cost of the Distillation of Oil of Lavender

The cost of oil of lavender depends, primarily, upon the price paid for the flowers and, secondly, upon the yield of oil.



VARIOUS TYPES OF APPARATUS FOR LAVENDER OIL DISTILLATION

The opponents of steam distillation hold that open-fire distillation if properly carried out with a perforated bottom in the still renders the oil more soluble and gives it a much finer and superior bouquet which, unfortunately, is appreciated only by the real connoisseurs.

They also claim that evaluation of the oils according to their ester content facilitates adulteration since it is much easier to adulterate an oil chemically by the ever increasing number of new synthetic esters, an adulteration which analysis can hardly detect. On the other hand, it is much more difficult to adulterate the oil so that the odor and bouquet are not changed.

A leading French firm has supported this theory and has shown that the high ester content is largely due to the residue formed in oils which, despite their high ester content, have an odor inferior to open-fire distilled oils which have a lower ester content. It is easy to understand that the lower temperatures applied in open-fire distillation (grids in the still and no contact of the plants with the boiling water) carry over only the more volatile parts of the oil and do not affect the odor or the bouquet to such an extent as does steam distillation with a high temperature caused by the steam pressure of 4 to 7 atmospheres in the boiler.

On the other hand, steam distillation gives a higher yield, carrying over some of the less volatile residues of the plants, thus lowering the cost price. Steam distillation is also

The expenses involved in the distillation itself are of minor importance. The main factor here is the cost of the fuel. Coal and wood in modern lavender distilleries is mostly replaced by the dried plant material resulting from the distillation and this item, therefore, does not count in the expense.

The next factor of cost in the process of distillation is the labor, an item which the small farmer producer, if distilling himself or with the aid of the members of his family, does not consider very much.

In regular distilleries the cost of distilling 100 kilos of flowers should amount to from 6 to 7 francs or, calculated on the basis of one kilo of oil, the cost of distilling one kilo of oil should be about 15 francs, approximately. The factors mentioned above, such as saving in fuel, etc., can somewhat reduce or increase the cost.

However, what fundamental difference the price paid for the flowers makes in the final calculations can be seen from the following examples:

1. Let us assume that a large distiller buys flowers planted and cultivated by a farmer.

In this case the price of 100 kilos of flowers (1928) is about 130 francs: commission for the weighing and transporting included—140 francs.

Average yield per hundred kilos of cultivated flowers—about 750 grams of oil.

The price of the flowers for one kilo of oil would, therefore be about 185 francs, to which is added 15 francs for distilling one kilo of oil—making 200 francs the cost for one kilo of oil of lavender under the above conditions.

Adding a profit of 15 to 20 francs for the distiller, including the general expenses, the selling price in France could not be much below 220 francs.

2. If we apply the same scheme of calculations and if the flowers from the plantations are bought at 100 francs only, the cost of distillation would amount to about 155 francs.

With the same profit as above, 175 francs per kilo of oil as selling price would result.

These two examples show clearly how important it is for a producer to control his own flower supply. It not only makes him independent of the price demands of growers or cutters but is a means of lowering the cost of the flowers especially at the beginning of the campaign. By supplying himself, he can make a double profit—on the distillation and on the growing of the flowers.

Let us suppose now that a distiller buys wild flowers from the cutters. The price of these flowers during 1928 has been generally, and without consideration of the ester content of the oil, around 75 to 80 francs per hundred kilos; transportation and commission included—about 90 francs.

Since the yield of oil from wild flowers is about 450 grams per hundred kilos, the cost of flowers for producing one kilo of oil is around 200 francs; including the cost of distilling one kilo of oil—215 francs. The addition of 20 francs, including general expenses, brings the price up to 235 francs per kilo of oil.

These calculations give an idea of the conditions of production which, in reality, are much more complicated than could be explained in these pages.

First, we see the big distiller in the regions which produce abundant quantities of wild flowers. Depending upon the supply of these flowers he has more or less to yield to the demands of the cutters. His own production is necessarily expensive. Such conditions we encounter in the region of Basses-Alpes (Barrême) where, on account of the unsurpassable quality of the oil, quite a number of big distillers are competing for the flower supply. Of course, the high grade of Barrême oil justifies an elevated price.

Under the second group come the large distillers who own lavender producing territories in which they have plantations or of which large parts have been plowed. Especially in the latter case, they are in a position to produce oil at lower prices. Such conditions we find particularly in the regions of Drôme and Vaucluse, where extensive stretches of lavender producing territories are plowed, this method of cultivation being the least expensive and not necessitating heavy risks or large capital investment.

As a third group we should classify the small farmer producers who, besides their regular farming enterprise, cultivate or plow a part of their ground for lavender. Since they get the flowers cheaper than anyone else, these small producers are more and more inclined to do the distilling of their own crop of lavender, making the double profit of lavender growing and lavender distillation. Their expenses in distilling, as we have seen before, are not very great since they do not consider labor. As a matter of fact, within the last few years we can notice an increased number of small stills put up among the farmer producers. We

also see the formation of "Co-Operatives" doing the distilling of the plants grown by the members of the "Co-Operative." This third group today produces the bulk of all the lavender oil.

Purchasing Oil of Lavender in Southern France

We have just seen that the main part of the general production of oil of lavender in France, which in normal years might be approximately 140,000 to 150,000 kilos, is produced by the small farmers. The big exporters are, therefore, forced to secure the lavender oil for export mostly from small sources. There are several exporters doing a business of from 20,000 to 50,000 kilos per year. Their own production is not more than 3,000 to 5,000 kilos per year. All the rest is bought from the small farmer producer.

Such business demands an exceedingly good and thorough purchasing organization. The exporter should be a native of high standing. He must be liked by the farmers, enjoying their full confidence and living right in the center of the producing territories. He must "have an ear to the ground." He has to follow the fluctuations of the small markets from day to day all the year round. He must know the honesty and reliability of every small farmer producer and, of course, a specialized knowledge of all the various qualities of oil produced in the different districts is essential. Every divergence of a lot of oil from the properties or odor characteristic of this special section has to be considered, thus tracing adulteration.

He has his sub-buyers extending all over the country, even in the smallest hamlets. The buying is done in lots of from 10 to 100 kilos, all of which should be analyzed and examined.

There are also lavender markets held every week in the main centers of the district, where the farmer producers offer their output to the exporters. It is very interesting to attend such a meeting. Characteristic of the people of the country, there is always much conversation on the first day but no business. The purchasing is done mostly on the following morning when the farmer is absolutely certain that no higher price can be obtained.

A well-informed exporter often has a chance to purchase lots from farmers who happen to be in need of cash—opportunities which the outsider does not know of. A foreign house trying to purchase direct from the small producers would surely fail on account of its lack of understanding of the peculiarities of the natives, who are very distrustful towards any outsider.

In former years the purchasing was finished a few weeks after the harvest. Conditions have changed since the war. Foreign importers carry only small stocks and buy upon demand only. Therefore, buying goes on all the year round.

Future Development of Lavender in Southern France

Overproduction, competition and adulteration have cut prices to such a level that there is hardly any money in the production of lavender oil. Considering the various and manifold points involved, the price of lavender as paid by the French exporter to the distiller in France should not fall below 180 to 220 francs according to quality. If this price is not paid or if it is prohibitive for the foreign consumer, the production of lavender in France will be given up and replaced by other products of the country. There has been a great deal of disappointment with the plantations exploited and prized so extensively until a few years ago. It would be a pity if the culture of lavender

in southern France should decrease. Lavender oil has still many possibilities for employment not yet found.

A congress on lavender held at Digne in 1920 advised working on new ways, such as seeking new subspecies of lavender which are more hardy or which show a longer flower period for prolonged distillation. Also more soil analyses should be made in order to find out the appropriate soil for plantations, etc.

Uses of Oil of Lavender

Among all the oils, those showing an ester content of around 40% are, by all means, the oils which are relatively produced the cheapest and giving, with respect to price, the best satisfaction for the most purposes.

The oils of low ester content should be employed in lower priced soaps. "Lavandin" gives excellent results.

Oils of 50% ester and more are adapted for high grade toilet preparations. In southern France these oils are used by the lavender distillers or exporters for mixing, i.e., to bring up the ester content of low grade oils.

By-Products from Oil of Lavender

After the plants are distilled and dried in the sun, they are passed through a simple device, separating the flowers from the stalks which, in turn, are used for fuel.

The flowers, despite their being deprived of essential oil, are sold and serve as the content of cheap sachets, or they are employed for filling pillows; a custom practiced by the natives and French soldiers in northern Africa as protection against all kinds of insects.

Adulteration of Oil of Lavender

The cutting of prices by ignorant purchasing agents of foreign importers has brought about a very deplorable effect on the production of lavender. Today, qualities are "arranged" according to the price the foreign buyer is willing to pay. The French producer cannot afford to lose the business to a competitor who is less strict in his "selection of qualities."

Much has been written in text books about the various adulterants formerly employed and their detection. These products are only rarely used at the present time. Certain European factories now offer finished compositions even to the smallest lavender distiller, compositions which show all the chemical properties required by the Pharmacopoeias.

Every chemist knows that chemical and physical properties do not prove the purity of an oil. They can be easily arranged, according to the requirements of the Pharmacopoeias. More and more does the olfactory examination prove the purity of an oil; more and more is confidence and close personal contact between the French producer and foreign importer helpful.

Among the products of adulteration employed today we mention the following:

Linalyl acetate, of special make and price.

Shiu oil, free from camphor, partly acetylated.

Linaloe oil, partly acetylated.

Extra fine Spanish spike oil, or certain fractions from it.

From his extended visits to the lavender districts, the writer knows personally quite a number of reliable distillers and importers—men anxious to find American importers who would be willing to place quality and purity above low prices and restore the confidence necessary for an honest and sound business.

It remains for the American perfumer to help create again normal conditions in this important industry.

A Survey of Technical Literature

Abstracts Prepared by Colonel Marston T. Bogert, Columbia University, Consulting Editor on Synthetics

1. R. Delange. *The chemical constitution of various compounds having a musk odor.* *Chimie & Industrie*, Special No., 484-95 (April 1928).—Civetone, muskone, ambretolide, and the nitro aromatics of the Musc Baur type, are discussed and the various steps explained by which the constitution of the first three has been deduced. The interesting connections between odor and chemical constitution in these various compounds and their closely related derivatives are pointed out.
2. G. Malcolm Dyson. *Odor and constitution among the mustard oils. IV. Effect of fluorine substitution.* *Perf. & Essen. Oil Rec.* 19, 341-2 (1928).—It has been shown already that the entrance of Cl, Br, or I into the nucleus of aromatic mustard oils is attended with a modification in the odor which is determined by the position taken up by the entering halogen. Thus the effect of a halogen in the para position is generally to endow the mustard oil with a sweet anise odor, the sweetness of the odor increasing in the order $\text{Cl} < \text{Br} < \text{I}$. A series of aromatic mustard oils has now been prepared carrying F substituents, in order that the odors of these derivatives might be compared with the other halogen derivatives. As to the chemical reactivity of these four halogenated series, when the halogen is in a para position, so far as the NCS group is concerned, there is but little difference between the Cl, Br or I compounds, but the F compounds occupy a position intermediate between that of the latter three and the unsubstituted phenyl mustard oil. Furthermore, a connection can be traced between this variation in chemical activity and the periodic motion associated with the C-S electron pairs which depends in turn upon the atomic volumes of the substituent halogens; that is, the larger the atomic volume occupied by the halogen, the greater the alteration of the orbits of the C-S electron pairs, and hence the greater the enhancement of the reactivity of the NCS group. If the odor of the F compounds depends upon intramolecular vibrations, it should be parallel to the chemical reactivity and the osmotic frequencies similarly should be intermediate between those of the unsubstituted phenyl NCS and its corresponding para Cl, Br or I derivatives. This assumption proved to be justified in the case of the para compounds. The author comes to the conclusion that for the purposes of practical perfumery the only ones likely to be of any interest in blending are the Cl and Br derivatives.
3. A. Rosenthal. *Measurement of odor and its practical application.* *Riechstoffind.* 1927, 142-43, 150-1, 161-2; *Chem. Zentr.* 1927, II, 2123 (1927). A method has been developed for determining relative strengths of odors by using an 0.88% solution of the perfume in diethyl phthalate and diluting it progressively with more of the diethyl phthalate until the odor is no longer perceptible. The results of the experiments are presented in tables.
4. E. J. Lush. *The hydrogenation of organic compounds.* *Notiz. chim.-ind.* 3, 489-95. (1928). A review, with 22 references.

Reaching the Small Town Trade

Can It Be Done Profitably?

If So, in What Way?

by Leroy Fairman

In an article entitled "How Many Dealers Shall We Sell?" by A. L. Slater, published in *Advertising & Selling* for January 9, this paragraph appears:

"The major limitation on the number of retailers who can be sold *directly* is the cost of selling them. In the case of toilet goods, for instance, it has been found from experience that not more than two thousand department stores and two thousand five hundred drug stores do a sufficient volume of toilet goods business to warrant a manufacturer to travel men to sell these accounts. These stores are, generally speaking, located in cities of twenty-five thousand and over and are further confined to the congested shopping districts of those communities. Approximately two-thirds of the entire toilet goods business of the nation flows through these outlets."

As there are about 8,000 department stores and 50,000 drug stores in the country, only 40% of the former and 5% of the latter do enough toilet goods business, according to Mr. Slater, to warrant the manufacturer in sending his salesmen to call on them.

There are some manufacturers who will be disposed to quarrel with Mr. Slater's estimate, and I should not care to accept it myself without certain qualifications; but, accurate or not, it presents a situation of interest to every manufacturer who looks upon the entire country as his immediate or ultimate market.

Cities of 25,000 and over are, unquestionably, the principal market for toiletries, and their department and down town drug stores do the great bulk of the entire national business. That fact, however, makes it difficult for the average manufacturer to get his product into those stores, or out of them, once they are stocked.

This market is one in which the fiercest type of competition prevails. All the big manufacturers concentrate heavily upon it. They devote to it the full force of their high-powered salesmanship; they spend money, thought and labor unstintedly to break into it, stay in it, dominate it. They use elaborate and costly window displays, even if they have to pay heavily for window space, and they spend fortunes in lavish magazine and newspaper advertising in the publications which reach the people who patronize these outstanding outlets.

Thus, while the business these leading department and drug stores do warrants the expense of reaching them frequently through salesmen, selling them is not the easiest job in the world for the new, or the small, manufacturer.

It is hard business to get, and hard to hold. The men who own and manage these outstanding stores are hard-headed and hard-boiled. The necessities of public demand force them to carry literally scores of brands of all kinds of toiletries. They would cut down the list if they could. What they seek is volume, rapid turnover, and they insist

on having it. The immediate future is going to see a still closer scrutiny of the turnover of toilet articles, and the ruthless elimination of every line which does not show a sufficient sale to warrant the investment it calls for and the space it occupies. These are among many of the reasons why the metropolitan markets, great though they are, do not represent the most inviting field imaginable for the average struggling manufacturer.

It is natural, then, that many eyes are turned longingly toward the small town market. In this market dwell more than 50% of our entire population. It is composed, to a large degree, of prosperous, progressive people; its women are becoming increasingly well dressed, up to date, socially and culturally ambitious. It is served, for the most part, by stores which represent a tremendous improvement over the small town and rural stores of twenty, or even a dozen, years ago.

Among those who will dispute Mr. Slater's statements are manufacturers who, in past years, have covered the small town field by means of their own salesmen, and have captured, and still hold, a highly profitable business therein. In going over the sales records of the country, it is possible to locate sections here and there in which, years after their initial sales effort, certain manufacturers still control a large proportion of the trade—enough of it to warrant them in continuing to send their salesmen to small cities and towns in which the new manufacturer couldn't pick up enough business to pay a salesman's traveling expenses.

But this initial selling was done years ago. Things are different now. The high cost of selling, heavy enough at best, becomes almost if not quite prohibitive when orders are small and towns far apart.

We occasionally observe quite strenuous attempts to clean up the small town and rural field by means of big forces of high pressure salesmen. The results of these campaigns don't seem very impressive to me. It is possible, of course, to open up a large number of new accounts in this field, but just what have you got when you get 'em?

In the average rural community, the total drug store expenditure, per family, is only about \$24 a year. What percentage of that sum is spent for toiletries? If we say 20%, we see that the population of a town of 5,000 people will spend only \$5,000 a year for toilet products of all kinds. That isn't a very big wad to divide up among a number of manufacturers, especially when the products of some of them are so well established that they are pretty sure of getting a lion's share of the business anyway. The newcomer stands a slim chance of getting his selling cost back.

Yet the market is there, and, any way you figure it, it's a big one. It is constantly increasing in importance, too, as our small town sisters grow in affluence and, year after year,



follow more closely the styles of dress and methods of beautification of the women of the city.

If it is true that direct selling costs too much, then we must fall back on the wholesaler and his sales force, and we can't expect any very vigorous sales effort from that source. The wholesaler carries a multitude of items, and is not very keenly interested in any of them which are not actively demanded by his trade. Thus we come back, as we always do, to the nub of the whole selling question: the demand for the goods on the part of the retailer, and that means the demand of the ultimate consumer who comes into the retail store and asks for the goods. Without that, selling effort of any kind, direct or through the wholesaler, is of no avail.

Reaching Rural Market

What, then, are the toiletry needs of the dweller in the far villages and farming districts and how shall we reach her and convince her that we have the goods which will best meet those needs?

In the first place, I am convinced that many manufacturers are fooling themselves as to the requirements of the rural miss and madam. There seems to be a prevalent idea that anything is "good enough" back in the sticks. An idea that old-fashioned, unattractive packages, for example, will be accepted readily in the small town market, because the women are not "educated up" to the newer and smarter things, and are not discriminating enough to expect or demand them.

This is far from being the case. The country districts are no longer a dumping ground for mediocre goods of any class. Any woman who has reached a point on the social ladder where she is a prospective buyer of talcum powder or face powder, to say nothing of rouge or perfumes—reads at least one magazine, or sees the Sunday edition of a city newspaper. From these publications, and from occasional visits to the stores in some large city, she learns of the latest styles in all sorts of toilet accessories, and sees, either actually or in pictures, the new and smart creations in toiletry packaging. She believes that city women prefer and demand these handsomely packaged goods, and her feeling is that she is as much entitled to the newest and most attractive things as is the woman who shops on Fifth avenue. Nothing annoys the woman, more especially the girl, of the small town more than the implication that she is a back number, and ought to be satisfied with commodities that are not up to the minute in every particular.

The Package Important

Right now, nothing will help more to get retail co-operation and good display, on counter and in windows, as well as to secure favorable consideration on the part of the shopper, than modern, artistic, attractive packages.

But how about getting the goods into the store in the first place? And how about creating consumer interest, and consumer demand, once the goods are stocked?

Speaking in terms of 1929 and considering the national small town and rural market as a whole, I am unable to figure out any way by which a manufacturer can cover this entire market with his own salesmen, keep it covered, and show a profit on the expenditure involved. And to cover this market by advertising, and hope to force distribution by the demand thereby brought upon the trade, is a mighty risky and dubious proceeding.

In nearly, if not all, sections of the country, it will

work out profitably, I believe, to cover towns down to 10,000 population by salesmen. This is true, though, only if the goods are what they should be, and if a permanent and judiciously planned sales and advertising campaign is predetermined, and religiously followed through.

It is not to be expected that towns between 10,000 and 25,000 will show an immediate profit, but they should show an ultimate profit, and provide a market which will be a fine asset to the business for years to come.

Sales As Advertising

Good distribution in towns of this size, backed up by consumer advertising adequate in volume and kept up persistently will duly have the effect of getting the goods well distributed in the smaller towns and rural districts. The small town women will see the advertising; they will learn of the use of the goods by friends in the larger towns; they will see the goods, and buy them, when they make their occasional visiting and shopping trips to those towns. And in these days of the almost universal automobile, women in the rural districts think nothing of going ten, twenty or thirty miles, either on pleasure or shopping bent.

By these means, the goods will become known and demanded in towns so small that they cannot justify coverage by salesmen. And this situation will make itself known to the wholesaler's salesmen, and in due time will not only secure good distribution in the stores in the little towns and hamlets, but jobber co-operation in seeing that the small town dealer is reminded of the goods and his regular orders solicited and taken care of.

Some manufacturers, as we all know, depend almost entirely upon this infiltration process for distribution in the small town field. They confine their sales efforts exclusively to the big city market, and advertise almost exclusively in magazines and newspapers which reach and appeal to metropolitan audiences. If the goods obtain sufficient vogue in the big cities, they will, in time, filter into the small town field to a very considerable extent. But it takes a long time for the popularity of a line of goods in St. Louis to make a dent in Fort Worth and Dallas, to say nothing of the small town and rural districts tributary to those cities. And every year competition grows heavier, distribution more difficult to obtain and consumer demand more expensive to create.

Must Study Problem

The small town and rural market is too big to be considered as a mere side issue. It must be studied, and handled, as a separate and distinct problem. Considering it as a whole, I believe the method I have suggested is the one which promises most in the shortest time.

Advertising, in any market, new or old, is now an almost absolute necessity. As to the small town field, there are magazines devoted exclusively to the field as a whole, and to sections of it. Some of the farm papers are excellent mediums with which to cover it, and it is served by many newspapers which cover it well, and bring excellent results to their advertisers. Advertising should immediately follow the establishment of retail outlets, and frequent campaigns are necessary in order to hold the business which initial efforts secure.

This applies, as I said before, to a survey of the market as a whole. Different strategy may be employed, and made profitable, by the manufacturer whose immediate problem is sectional instead of national.



Official Report of Flavoring Extract Manufacturers' Association

Subsequent to the preparation of our December report of the activities of the Flavoring Extract Manufacturers' Association of the United States there has been no diminution in the work of the association. On the contrary, G. H. Burnett, the president, together with Thomas J. Hickey, executive secretary and counsel, and the other officers and members of the various committees have been in close touch with affairs affecting the interests of the industry. Much of the work has been through correspondence in arranging to assist the efforts of the Legislative Committee in watching, supervising and, when necessary, fighting to obtain suitable amendments to bills introduced or pending in Congress and the various State Legislatures, or defeating the measures when that course is deemed to be the proper solution. The association has been remarkably successful in this special function which has been of great value to the Association's members.

Progress is being made satisfactorily in the publicity campaign originated in the last annual convention and put into formulation by the Executive Committee and the work is attracting wide attention.

The campaign for new members also is making gratifying progress. While the association already includes the large manufacturers of flavoring extracts the desire is to obtain a complete roster of membership of all of the legitimate manufacturers. Others, of course, are not eligible to membership.

Taken from every aspect of view, the Flavoring Extract Manufacturers' Association starts out the year 1929 with a vim and vigor predicated continued success.

Identification of Artificial Coloring Matter

A. de Kroes and A. Reclaire. *Chem. Weekblad*, 25, 525-8 (1928); cf. C. A. 21, 1852.—The usual reactions for coal-tar colors have been tried on a large number of fruit juices. Most vegetable colors give a more or less colored thread after a single deposit on wool, but after a secondary treatment the chances of drawing a wrong conclusion are considerably less, although there are some vegetable colors that color wool after a secondary treatment. The AmOH test in ammoniacal solution gives very good results, but experience has shown that several vegetable colors dissolve in AmOH. With the Caseneuve test, several vegetable colors give yellow filtrates instead of colorless ones. This test is suitable in cases in which both the AmOH test and the wool test of Spaeth lead nowhere, as for example with chlorophyll and Spanish pepper. Other methods of identifying coal-tar colors in fruit juices, etc., give results that are just as little reliable.—*Chemical Abstracts*.

Official Report of Soda Water Flavors Manufacturers' Association

The January official report of the Association of the National Manufacturers of Soda Water Flavors is based upon the achievements of the last year and a decided trend of optimism for its continued and ever increasing usefulness to its members and the industry in all of its factors and allied carbonated interests. The returns show a most gratifying increase in the use of products put forth by the members and distributed by the intermediary trade to the public.

Since our December official review was issued there have been numerous routine and other matters under consideration, all of which have been cared for in the usual satisfactory manner by the president, W. H. Gast, and the secretary and counsel, Thomas J. Hickey.

Chocolate Products Tested by Federal Agents

"Chocolate products shipped in interstate commerce and the raw materials imported for use in their manufacture are systematically examined to see that they comply with the provisions of the Federal food and drugs act," says Dr. P. B. Dunbar, assistant chief of the Food, Drug and Insecticide administration of the Department of Agriculture, when his attention was called to a statement that chocolate products adulterated with clay and synthetic flavors were being sold to children and that it was, apparently, no one's business to check the practice.

"We have not found chocolate products adulterated with clay, although we have made recently an extensive survey of the industry," continued Dr. Dunbar. "If such articles coming within the jurisdiction of the Federal food and drugs act were found, prompt action would be taken to remove them from the market. The Federal law does not prohibit the use of harmless synthetic flavors in candy. However, where such flavors are substituted for genuine flavors, the act requires that the finished article be branded in such a way as to call attention conspicuously to the substitution."

Dr. Dunbar pointed out that chocolate products were given much attention in the enforcement of the Federal Food and Drugs Act.

"Systematic inspections are made," he said, "by our field agents, of factories whose output is distributed in interstate commerce and every complaint against them is investigated. In addition to these inspections, many samples are collected and analyzed. Since the first of the fiscal year beginning July 1, 1927, 255 such samples have been examined in our laboratories and, where illegal products were encountered, appropriate steps were taken to correct the practice. When cases instituted in the Federal courts under the Food and Drugs Act are terminated, notices of judgment are published. Several such notices of judgment dealing with chocolate products have been issued.

"In addition to the surveillance maintained over domestic chocolate products, we examine the raw materials used in their manufacture when imported. Beans are either destroyed, exported, separated into good and bad portions and the bad destroyed or reconditioned so as to comply with the requirements of the act."

Flavoring Extracts and Flavoring Syrups Census, 1927

The Department of Commerce announces that, according to data collected at the biennial census of manufactures taken in 1928, the total production of flavoring extracts, syrups, pastes, and powders, malt extracts and syrups, and food colors in 1927 was valued at \$116,370,588. The principal items making up this total are as follows: Flavoring extracts and flavoring syrups, \$68,025,144; malt syrup and extracts, \$30,343,478; crushed fruits and fruit juices, \$7,663,030; concentrates, \$4,351,088; colors, including burnt sugar, \$1,993,038; and flavoring powders, \$1,844,020. No comparable figures for 1925 are available.

This industry classification covers establishments engaged primarily in the manufacture of flavoring extracts in liquid, paste, and powder form; syrups and fruit juices for soda-fountain use and for use as sauces for ice cream and other foods; malt syrup and other syrups used in the manufacture of soft drinks; colors for bakers' and confectioners' use; and cordials not classed as patent medicines.

Of the 501 establishments reporting for 1927, 105 were located in New York, 66 in Illinois, 48 in California, 34 in Ohio, 29 in Pennsylvania, 26 in Missouri, and 23 in Wisconsin, and the remaining 170 were distributed throughout 29 other States. In 1925 the industry was represented by 431 establishments, the increase to 501 being the net result of gains and losses. Of the establishments gained, part manufactured commodities other than flavoring extracts, flavoring syrups, and related products as their principal products in 1925 and the remainder reported for the first time at the present census. Of the establishments lost, some were idle throughout the year, some went out of business prior to 1927, and others reported commodities other than flavoring extracts, flavoring syrups, etc., as their principal products and were therefore transferred to the appropriate industries.

Summary statistics for 1927 and 1925 are presented in Table 1. The figures for 1927 are preliminary and subject to such correction as may be found necessary after further examination of the returns.

TABLE 1—SUMMARY FOR THE INDUSTRY, 1927 AND 1925.

	1927	1925	Per cent of Increase
Number of establishments.....	501	431	16.2
Wage earners (average for the year) ¹	5,011	3,890	28.8
Wages ²	\$7,134,274	\$5,077,920	40.5
Cost of materials, factory supplies, containers for products, fuel, and purchased power, total ³ ..	\$51,090,727	\$47,063,805	8.6
Materials, supplies and con- tainers	\$49,414,046 ³	...
Fuel and power	\$1,676,681 ³	...
Products, total value (for detail, see Table 2) ⁴	\$107,219,395	\$94,211,934	13.8
Extracts, syrups, etc.....	\$95,570,859	\$83,873,834	13.9
Other products.....	\$11,648,536	\$10,338,100	12.7
Value added by manufacturer ⁵	\$56,128,668	\$47,148,129	19.0
Horsepower	27,963 ⁶	23,313	19.9

¹ Not including salaried employees.

² The amount of manufacturers' profits can not be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance and advertising.

³ Not reported separately.

⁴ Value of products less cost of materials, factory supplies, containers for products, fuel and purchased power.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 15,551 to 15,650, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the only ones of interest to our readers were the following:

15,620. Adulteration and misbranding of olive oil; 55 gallon cans condemned, forfeited and sold.

15,627. Adulteration and misbranding of olive oil; 32 cans condemned, forfeited and destroyed.

Peaches, Canned or Frozen, Used for Flavor in Ice Cream

Ice cream manufacturers have found that peach ice cream made with well ripened crushed fruit is popular in the peach season, but that little is made at other times, although other fruits such as strawberry and pineapple are available throughout the year. For the last three years, three members of the United States Department of Agriculture, Charles W. Culpepper, Joseph S. Caldwell and R. C. Wright, have been experimenting with the preservation of peaches for use in ice cream making, and have now reported in Technical Bulletin 84-T, "Preservation of Peaches for Use in the Manufacture of Ice Cream," published by the department.

The experimental work was done in the heart of the Georgia peach belt. Tests of the product were made in Washington. Two methods of preservation proved satisfactory and enabled the experimenters to manufacture cream of distinctive peach flavor and of good consistency from fruit gathered as much as a year previously.

The characteristic fresh peach odor and flavor result from complex mixtures of substances which are highly volatile and evaporate on exposure to the air or in prolonged cooking.

Peaches were prepared by the experimenters in a commercial cannery and were either canned and processed, or were packed in cans and kept in cold storage with temperature at 15 degrees F.

When ice creams were manufactured from the products they were tested by members of the staff of the Office of Horticulture who expressed opinions as to the relative desirability of various creams. The frozen material retained the characteristic flavor in slightly greater degree than that preserved by canning, but the difference could be eliminated by using slightly larger amounts of the canned pulp. The results, say the investigators, show conclusively that the flavor of the preserved fruit is retained satisfactorily by the methods described in the bulletin.

Pulp made from fully ripened fruit was superior in flavor to that picked at earlier stages of ripening, indicating the desirability of preparing the fruit in the immediate vicinity of the orchards. There are considerable differences in the adaptability to processing between the various varieties of peaches.

Technical Bulletin 84-T, may be obtained free, on application to the United States Department of Agriculture, Washington, D. C.



British Beauty Firm Wins Suit

(Special Correspondence)

LONDON, Jan. 10.—An interesting legal action regarding the advertisement of beauty preparations was recently decided here before Justice Acton in the High Court of Justice. *Golf Illustrated*, Ltd., sued Gladys Cooper's Beauty Preparations, Ltd., both of London, for £112 (\$560) alleged to be due for space reserved at the request of the defendants and used for the insertion of their advertisements in *Golf Illustrated*.

The plaintiffs' manager wrote to the defendants as follows:

"I am desirous of getting Miss Gladys Cooper to write articles touching upon the necessity of beauty preparations for the preserving of complexions that have been subjected to the vagaries of our climate in an outdoor sport, and also the advantages of a game like golf for serenity of expression."

It was accordingly arranged that Gladys Cooper, who is a famous actress as well as a beauty specialist, should write four articles for the Ladies' Supplement of *Golf Illustrated*, and that, in consideration, a one-page advertisement for the defendants' beauty preparations should be inserted free in *Golf Illustrated* in respect of each article. The four articles were published and free full-page advertisements appeared in each of those issues. Seven other advertisements were inserted, and the plaintiffs claimed pay for those advertisements. The defendants said that all the advertisements were to be inserted free.

Elliot McRae Cockell, manager of *Golf Illustrated*, said he had not arranged for free "ads" for the defendants other than the four mentioned. Mrs. E. Thompson, managing director of the defendant company, said she never gave Mr. Cockell any instructions to insert any advertisements other than the four in respect of the articles.

Justice Acton, in giving judgment, said that the plaintiffs sent invoices to the defendants month by month demanding payment for all the advertisements, including those inserted in consideration of the articles in Miss Cooper's name. There seemed to have been a most slovenly and unbusiness-like muddle over what the claim must be. He accepted the evidence on behalf of the defendants and said that there had no doubt been some misunderstanding or confusion in the plaintiff company, which had, however, failed to discharge the burden of showing that there was any request by the defendants to insert the seven advertisements. He gave judgment for the defendants with costs.

Pleasant Reading

(D. M. Hughes, Beacon Drug Sundries Co.)
Thank you for many hours of pleasant reading.

Paris Trade Notes

Mme. Joseph Gazan, wife of Joseph Gazan of Marseilles, died recently in that city. She was the aunt of Gaunet brothers who are perfumers of Grasse.

* * * *

The many friends of Martin Naef, head of M. Naef & Co., Geneva, Switzerland, rejoice to hear of his election as representative of the Canton of Geneva to the Council of States. The election resulted in Mr. Naef's choice to his seat by a majority of more than 16,000. Mr. Naef is also a member of the Union of Economic Defense of Switzerland.

* * * *

Veuve H. Sallé & Fils, Parfumerie Gersa, has been reorganized, the former partnership being succeeded by a corporation of the same name. No change in the general line of business is contemplated nor will the offices which are located at 31 Rue de la Paix be moved. The new corporation is capitalized for 250,000 francs. Incorporators are Germain Sallé and Mme. Veure Sallé.

* * * *

A new company for the manufacture and sale of preparations for the hair has been organized under the name, Société Général des Products Capillaires. Offices have been taken at 62 Rue de la Chaussée d'Antin, Paris. The board of directors consists of Paul Perraud, Marcel Rolland, Maurice Rigaud, Gabriel Daubeck, Charles Goujon, Alexis Bouoniol, Gaston Johnson, Pierre Abadie, Raoul Charbonnel and Francois Ferrand. The company is capitalized at 1,200,000 francs and the directorate is authorized to increase this to 3,000,000 francs.

* * * *

The name of Parfise has been changed to Grenoville and a capital reorganization has been accomplished by reducing the stock from 5,000,000 francs to 3,500,000 francs and then issuing new shares to raise it again to 4,600,000 francs.

* * * *

Les Parfums de Paris, a company which has been operating for several years, has been dissolved. Its assets are now being liquidated.

* * * *

Another new company has been organized under the designation, Anciens Etablissements Dufresne aux Marques Reunies. Georges Grandjean, Emile Etchaulard and Maurice Hours are the founders. Offices are located at Pré-Saint-Gervais, near Paris. The company will manufacture and deal in soaps and toilet preparations.

* * * *

Société des Produits Xour et Xiris has announced the resignation as director of M. Pompanon. MM. Briumont and Chaumont have been elected to succeed him.

German Trade Notes

The agency of Franz Gerstenberg and Hermann Beyer, Berlin, for the firm of Gustav Lohse has been terminated.

* * * *

Ludwig Moschner, Anton Berger, Karl Scholz and Maria Hattheyer have been retired as members of the board of the Erste Kärntner Seifenfabrik, Fettwerke und Chemische Industrie, Paul Hattheyer of Klagenfurt. Robert Hattheyer has been elected a member of the board. Capitalization has been changed to 300,000 shares.

* * * *

The Berlin perfume house of L. Leichner has opened a branch in London in the form of a new corporation to be known as L. Leichner, Ltd. It is capitalized at £10,000 in £50 shares.

* * * *

Reports reaching Berlin are to the effect that the new "Sunlight" soap factory, now being built in Warsaw will be completed during the coming summer. It is expected that the plant will employ 2,000 or more workers and that its output will take care not only of the demand from Poland but also that from the Baltic states and Soviet Russia.

Brazil's Trade in Toilet Preparations

The Department of Commerce has issued a bulletin on Brazil's trade in toiletries, being No. 39 in its series on the world trade in toilet preparations. It was sent by Vice-Consul Joseph F. Burt, at Pernambuco, and is so complete and comprehensive in details that it tells practically everything an American exporter might desire to know, including prices, best methods of introducing goods, advertising facilities, import duties and sales and financial conditions. It would fill several pages of this journal. The vice-consul says in part:

"Brazil is not an exporting country of perfumes or toilet requisites. It is, however, a large importer of high-grade perfumes and toilet preparations, especially from France, Germany, the United States, and Great Britain. Some of the better imported brands are imitated and sold locally for practically the same price. The quality of such imitations is considered fairly good."

"The toilet preparations in common use in Brazil, listed in the order of importance of sales are as follows:

"Perfumes, face powders, rouge and lipsticks, soap, brilliantine, tooth paste, toilet water, nail outfits and nail enamel, a French face-cream, a Brazilian bleaching cream, and a liquid face powder and a liquid depilatory also made in Brazil. Eyelash tint and pencils, bandoline, hair tonics, hair dye, shampoo preparations, medicinal preparations for acne and similar conditions are also used and sold on a small scale."

"Face masks and creams to be used with them are unknown, as are astringent lotions, astringent creams, muscle oil, lavender and skin toning lotions."

"There seems to be no reason why cold creams, powder bases, astringent lotions and creams, as well as skin toning lotions could not be sold. The difficulty would lie in accustoming the people to their use and in persuading the dealers to stock these comparatively little known articles. In order to achieve this end, a large amount of advertising and educational propaganda work in the Portuguese language would have to be used. Dealers, or the manufacturers' agents, would not be willing to defray the cost of such publicity, which would have to be met by the manufacturer."

French Process for Synthetic Camphor

The French company manufacturing synthetic camphor, the Société Alsacienne des Produits Chimiques de Müllhouse, has just carried out experiments with a new manufacturing process and the results are stated to have been sufficiently favorable to have led the company to take out patents for virtually all large countries, reports Consul H. C. Claiborne, Frankfort-on-the-Main, Germany. The camphor produced in Japan is obtained from the island of Formosa whereas the greater part of synthetic camphor is at present produced in Germany, although some other countries have taken initial steps toward the development of this industry.

Japanese exports of natural camphor decreased in 1927 to 1,471,200 kin, which is less than one-half of the exports for 1922. (1 kin equals 1 1-3 pounds.) However, during the last months of 1927, a sudden increase was observed which continued during the present calendar year so that the amount of natural camphor exported during November and December, 1927, and January and February, 1928, amounted to 2,049,300 kin, exceeding total exports of that commodity during 1927 and being three times the amount exported during the corresponding period of 1926-27. The setback in camphor exports during the first part of 1927 is explained by the fact that the price of the Japanese product was at that time much higher than that of synthetic camphor. The price relation has since changed in favor of natural camphor, due to a substantial price cut effected by the Japanese camphor monopoly during the first half of 1927, said to be predicated upon new methods which have reduced the cost of production by 20 per cent. The Japanese camphor monopoly claims to operate at a good rate of profit, whereas the German manufacturers of synthetic camphor are now said to have little or no margin of profit.

United States Exports of Toiletries to Mexico

The fact that many American concerns have established factories or assembly plants within Mexico, which are now participating to a large extent in the local trade accounts for a portion of our former shipments.

The following table shows the value of toilet preparations exported from the United States to Mexico during the last four years:

	1924	1925	1926	1927
Toilet and fancy soaps	\$67,000	\$73,200	\$48,700	\$36,800
Perfumery and toilet waters	18,500	19,300	18,300	14,900
Talcum and toilet powders	20,400	15,000	8,000	3,400
Creams, rouges, and other cosmetics	30,400	38,800	31,600	16,700
Dental preparations	12,000	9,700	10,200	13,400
Other toilet preparations	31,900	27,600	25,800	30,900
Total	\$180,200	\$183,600	\$142,600	\$116,100

Although statistics show that the value of exports of toilet preparations from the United States to Mexico have consistently fallen off since 1923, Mexico ranked among the 30 best markets for these products in 1927.

Hair Tonics Drinkable in Denmark

Danish barbers have won an important victory over the government. The law demands that toilet preparations containing spirits must be made undrinkable by adding a certain amount of coloquintida. The barbers succeeded in proving that this drug was injurious to their hands and consequently harmful to the scalp. Unless some substitute is found, therefore, Danish hair tonics will be available for beverage purposes.

Perfume and Soap in Courts and Customs

New Cosmetic Bill in New Hampshire

Under the guise of a proposal to liberalize to some extent the New Hampshire Food and Drugs Act, a bill has been drafted and presented to the legislature at the present session which would have the effect of enacting stringent regulation of the manufacture and sale of cosmetics in that state. The bill has been introduced by H. W. Ranier of Concord and referred to the Committee on Public Health. The following sections of the bill, if enacted, would bring cosmetics and toilet preparations directly under control of the State Board of Health.

Section 1 reads:

"1. Amend section of Chapter 139, Public Laws, by striking out the whole of said section and substituting therefor the following: 1. Forbidden Sales. No person shall manufacture for sale, offer for sale, have in possession with intent to sell, or sell, any adulterated or misbranded article of food or substance to be used in the manner of food or drink, or any adulterated or misbranded drug or substance to be used in the manner of medicine or for toilet purposes."

Section 2 reads as follows:

"Amend section 2 of said chapter 139 by striking out the whole of said section and substituting therefor the following: 2. Terms Defined. The term food, as used in this chapter, shall include all articles, except stock foods, used for food, drink, confectionery, or condiment, whether simple, mixed or compound. Drug shall include all medicines and preparations recognized in the United States Pharmacopoeia or National Formulary, for internal or external use, and any substance intended to be used for the cure, mitigation or prevention of disease of either man or other animals, or for toilet purposes."

Section 6 reads as follows:

"6. Amend paragraph III of section 9 of said chapter 139 by striking out the whole of said paragraph and substituting therefor the following: III. If the package or label shall bear or contain any statement, design or device regarding the curative, therapeutic or other action or effects of such article, or regarding any of the substances or ingredients contained therein which is false or fraudulent."

Section 7 of the act reads as follows:

"Amend section 12 of said chapter 139 by striking out the whole of said section and substituting the following: 12. Enforcement; Rules; Hearings. The State Board of Health is charged with the enforcement of this chapter. Said board may make rules and regulations for the proper enforcement thereof, including the adoption of such definitions and standards of purity as may from time to time be promulgated by the Secretary of Agriculture of the United States. It shall cause inspections to be made of the quality, condition and branding of foods and drugs found on sale, possessed for sale or in process of manufacture or distribution, and shall collect samples for analysis at its laboratories. All inspectors and other employees appointed by said board shall have free access to all places of business, buildings, sheds, warehouses, yards, cars and vehicles concerned in the manufacture, production, transportation, distribution and sale of foods and drugs, and shall have power to open and examine

(Continued on Page 674)

Manufacturers Lose "Castile Soap" Test Case

WASHINGTON, January 15.—The use of the labels "Castile" and "Olive Oil" on soap has been reserved by the Federal Trade Commission to soap, the oil content of which consists entirely of olive oil, and the use of the word "Olive" as a label on soap, the fat content of which consists in part of olive oil, is permitted only on the condition that the other oil or fat ingredients shall be named or, as an alternative to the first condition, that the word "Olive" shall be accompanied by other words, equally conspicuous, clearly indicating that the soap is not made wholly from olive oil.

The foregoing is a brief syllabus of the Commission's decision in its complaint proceeding against James S. Kirk & Company which has been on the commission's docket since January 9, 1924. Similar complaints against other soap companies among which are Armour & Company, of Chicago, the Globe Soap Company, of Cincinnati; the Cincinnati Soap Company, of Cincinnati, and Hoyt Brothers, of Newark, N. J., have been held in suspense pending the Commission's decision in the test case. It is expected that James S. Kirk & Company will appeal from the Commission's decision and this would put a stay on the Commission's order until a decree is entered by the court.

The Commission's findings state that the term "Castile Soap" was first used in association with soap made of olive oil in Castile, Spain, that in common usage "Castile Soap" and "Olive Oil Soap" have always been synonymous terms, that during the entire history of the Pharmacopoeias of the British Empire and of the United States the composition of the official hard soap has been olive oil and soda, that for more than 40 years the term "Castile Soap" has been used in the United States to designate soap made of olive oil to the exclusion of other oils and fats, regardless of its geographical origin, and that the terms "Castile Soap" and "Olive Oil Soap," used alone or in conjunction with each other mean to a substantial part of the American public that the soap so labeled is made of olive oil and no others.

The Commission held that the practice of James S. Kirk & Company in advertising and labeling as "Olive Oil" and "Castile" soaps made of varying percentages of olive and other oils is prejudicial to manufacturers who make and sell soap made, as to its fat content, only of oil or fat derived from olives. In its decision, the Commission reversed the proposed report of Examiner Edward M. Averill who recommended a finding that the "Castile" label does not signify that a soap is made exclusively, as to its oil ingredient, of olive oil, and that its use on soaps containing other oils and fats in addition to olive oil does not mislead or deceive the trade or the public.

While the Commission's order will be a blow to many soap manufacturers, it should, he pointed out that in this case the Commission did not go as far as in the Sheffield silver case, a proceeding that presents a parallel in some respect. In that case the Commission ruled that the label "Sheffield" could be properly applied only to silver-plated ware made in Sheffield, England. If the Commission had followed the same line of reasoning in the present case, only all olive-oil soap made in Castile, Spain, could be labeled "Castile," whereas a domestic soap may, under the

terms of the Commission's order, be labeled either "Castile," "Olive Oil" or both, if the oil content is 100 per cent olive oil.

Commissioner William E. Humphrey dissented from the majority opinion, declaring that in his judgment there is no evidence to sustain the finding that castile soap in the United States means soap made exclusively of olive oil. He described the Kirk case as a contest between foreign and domestic manufacturers and declared that the ruling of the Commission, if sustained by the courts, will be a great blow to domestic industry and a great help to foreign industry.

Abram F. Myers, chairman of the Commission, in an affirmative expression of opinion, declared that the description "a pure olive oil soap" must be the test of Castile soap or there is none, as the contention of James S. Kirk & Company that Castile soap means merely a "pure" soap is too broad to permit of identification.

Cosmetic Bill in New Hampshire

(Continued from Page 673)

any package or container of any kind containing, or believed to contain, any article of food or drugs which may be manufactured, distributed, sold or possessed for sale in violation of the provisions of this chapter. If it shall appear from inspection or analysis that any article of food or drug, sold in the original unbroken package or in the same condition as purchased in good faith by the vendor, is adulterated or misbranded within the meaning of this chapter, the board shall cause notice thereof to be given to the said vendor, who shall thereafter immediately cease the sale of such article, and any party so notified shall, before being prosecuted, be given an opportunity to be heard by the board through its enforcement officer in charge, under such rules and regulations as may be prescribed. Provided, however, that the vendor may, without further notice, be prosecuted where evidence is had that sales, or presumption of sales, of the article in violation are being continued by him following notification in writing or given orally by an inspector; and the possession of a guaranty as provided in section 10 preceding shall not be a bar to prosecution and conviction where sales are continued following such notification."

The remaining sections of the act refer specifically to foods and accordingly are not reproduced here. Editorial discussion of the measure appears on page 637 of this issue.

Inecto, Inc., Proves Trade Mark Ownership

William A. Kinnan, First Assistant Commissioner of Patents, has sustained the appeal of Inecto, Inc., of New York City, from a decision of the examiner of trade-marks denying registration of the mark "Inecto," used on hair dye. The ground on which the examiner held that registration should be refused was that the mark had been previously registered by Inecto, Ltd., of London, and that notwithstanding that the applicant submitted evidence of a transfer of business, trade-mark and goodwill, to the applicant, the latter is not entitled to registration. The Assistant Commissioner found in reversing the examiner's decision that from the documentary evidence submitted it would appear that Inecto, Inc., of New York, is the successor of Inecto, Ltd. of London, so far as the manufacture and sale of goods under the trade-mark in this country is concerned and should be regarded as the owner of the mark.

D. P. Paul & Co. Wins Permit Injunction

Federal Judge Frank J. Coleman has granted an injunction against Prohibition Commissioner Doran, at Washington, and Maurice Campbell, local administrator, enjoining them from interfering with the basic withdrawal permit of D. P. Paul & Co., Inc., manufacturing chemists, of 228 Greenwich street, which was revoked on December 1 last.

The basic permits of more than 500 firms were revoked in a similar manner through an arbitrary regulation which Commissioner Doran is alleged to have promulgated in Treasury Department orders to all local enforcement officers effective the same date.

Counsel for Paul & Co. alleged that under the basic permit which it had held, the firm was allowed to withdraw every three months 1,000 gallons of alcohol, 500 gallons of whisky and 2,000 gallons of wine for use in its business.

It was pointed out to Judge Coleman that the chemists have been in business almost forty years and that they should not have been deprived of their permit summarily. The action of Commissioner Doran was alleged to have been unconstitutional, arbitrary and invalid when invoked without cause, such as a violation of the rules governing the award of a basic permit.

Assistant Federal Attorney U. S. Grant appeared for the Government. Judge Coleman held that revoking such a permit without cause was invalid and he issued the restraining order which will permit the chemists to withdraw their allotment of liquors.

New Clayton Act Decision by Supreme Court

WASHINGTON, January 15.—The U. S. Supreme Court has held that the American Can Company violated Section 2 of the Clayton Act in discriminating in prices between the Van Camp Packing Company and George Van Camp & Sons Company. The suit was brought by the last-named company, claiming that the American Can Company was selling its tin cans and leasing its machinery for sealing cans to the Van Camp Packing Company at a lower price, with the result that George Van Camp & Sons Company could not compete with the Van Camp Packing Company on the basis of equality and that the discrimination tended to create a monopoly in the Van Camp Packing Company, named as a codefendant in the suit.

The defense put up by the American Can Company was that the words "in any line of commerce" used in the Clayton Act means in the line of commerce which the seller is engaged in and that, since it is engaged in the manufacture of tin cans, while the purchasers thereof are engaged in the packing of food products, the prohibition of the act against price discrimination did not apply in this case. The Supreme Court held, however, in an opinion by Justice Sutherland, that the prohibition against price discrimination applies where the effect of such discrimination is to lessen competition in any line of commerce although the seller is not engaged in the same line of commerce as the buyer.

Soap Bark Assessed as Crude Drug

No. 7409.—Protest of Parke, Davis & Co. (Detroit).—Soap bark classified at 10 per cent ad valorem under paragraph 34, tariff act of 1922, is claimed free of duty as a crude drug under paragraph 1567.

Opinion by Brown, J: The protest was overruled for lack of evidence.

Activities of Associations and Societies

A. M. T. A. Considers Tariff and Convention

Important meetings of the Executive Board and of the Special Tariff and Convention committees of the American Manufacturers of Toilet Articles were held in New York during the latter part of December and the first two weeks in January. The hearings on general tariff revision in Washington prompted the Special Tariff committee to hold a session to consider changes which it might recommend in the existing rates of duty. This meeting was held at the Biltmore and representatives of the Perfumery Importers' Association and of the glass bottle manufacturers were present to present their views.

The schedules covering finished perfumes and raw materials with the exception of a limited number of items were considered quite satisfactory by the committee and it was decided to recommend only a few changes in the schedule on these products. The recommendations took the form of urging that certain crude raw materials such as natural musk, civet and others not produced or capable of being produced in the United States be transferred to the free list. These recommendations were presented at the tariff hearings by W. L. Crouse, Washington representative of the association.

The committee also considered the glass bottle schedules and listened to a presentation of the case for certain changes in this schedule by Walter R. Leach of the Carr-Lowrey Glass Co., who represented the manufacturers of bottles. General agreement with the claims of the bottle manufacturers for a reasonable increase in the duty on certain types of bottles was reached.

At a meeting of the Executive Board, held immediately afterward, the approval of the association to the claims of the bottle manufacturers for a reasonable increase was voiced in the following resolution:

Whereas, It is obvious that an error was made by Congress in classifying all bottles in paragraph 217 of the Tariff Act of 1922, instead of classifying hand-made ground glass stoppered bottles in paragraph 218; therefore be it

Resolved, By the American Manufacturers of Toilet Articles, that in the pending revision of the Tariff Law a reasonable increase should be made in the duty on hand-made ground glass stoppered bottles.

This resolution was subsequently made a part of the brief of the manufacturers of bottles presented before the House Ways and Means Committee.

The Convention Committee also has been active during the month and plans are progressing rapidly for the Annual Convention which will be held at the Biltmore Hotel, New York City, April 2, 3 and 4, 1929. The annual banquet will be held aboard the *Paris* of the French Line and the theater party will take in one of the latest New York successes.

V. M. O'Shaughnessy Heads Alcohol Institute

At the annual meeting of The Industrial Alcohol Institute, Inc., held in New York, January 9, the following officers were elected: president, V. M. O'Shaughnessy; first vice-president, R. H. Grimm; second vice-president, S. S. Neuman; treasurer, A. K. Hamilton; executive secretary, Dr. Lewis H. Marks.

Drug and Chemical Section Elects Prickett

The annual meeting of the Drug and Chemical Section of the New York Board of Trade was held at the Drug and Chemical Club, New York City on January 3. An innovation was the holding of the meeting in the evening instead of at noon as has been the custom. This new feature proved its worth when attendance reached the figure of 95 as against an average of less than half that in other recent years.

The chief business of the session was the election of officers which resulted in the selection of the following slate—chairman, Charles A. Prickett, The Upjohn Co.; vice-chairman, P. C. Magnus, Magnus, Mabee & Reynard, Inc.; treasurer, S. B. Penick, S. B. Penick & Co.; secretary, William F. McConnell; representative of the section as director of the New York Board of Trade, Herbert B. Robbins, McKesson & Robbins; members of the executive committee in addition to the above named officers: Francis J. McDonough, N. Y. Quinine & Chemical Works; Edward Zink, Eli Lilly & Co.; A. Bakst, Bakst Brothers; S. W. Fraser, Burroughs Wellcome & Co.; A. A. Wasserscheid, Mallinckrodt Chemical Works; George W. Pegg, William R. Warner & Co.



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CHARLES A. PRICKETT

The report of retiring president Penick called attention briefly to the activities of the section during the year and thanked the other officers and especially Mr. McConnell for their active cooperation and support. Reports on legislation, tares, imports of drugs and other matters handled by special committees were also read and approved. The report of the executive committee and the report on imports of drugs and chemicals were made a special order of business for the next monthly meeting of the section.

One of the most interesting reports was that of the membership committee which reported nine new members elected and proposed five others for membership. The new members were Atlantic Coal Tar Distillates, C. J. Schillings & Co., Whittaker, Clark & Daniels, Inc., Harshaw, Fuller & Goodwin Co., E. Gusman & Son, Inc., Topics Publishing Co. August Giese & Son, Julian W. Lyon, Rhodia Chemical Co. Those proposed for membership are Ciba Co., Inc., Battelle & Renwick, Baker Castor Oil Co., Pfaltz & Bauer, Inc., and E. M. Javitz & Son, Inc.

The report of the committee on essential oils presented for F. E. Watermeyer, Fritzsche Brothers, Inc., by A. D. Armstrong of the same company called attention to the active business of the last year and outlined prospects for continued progress along the same line during the coming year. It listed a large number of essential oils showing price changes during 1928. These changes showed a heavy preponderance of advances in prices and only a few comparatively small declines.

Plans for National Beauty Show

Preparations are now almost completed for the first National Beauty Show, which will display the wares of the beauty trade on a scale proportionate to the dimensions it has assumed. The exposition which will bring to the woman, combined under one roof, all the enhancements she is seeking, is likely to find an eager and receptive public. Previous expositions, limited as they have been to the trade itself, have not taken advantage of this factor, but this, the first public National Beauty Show, brings the manufacturer directly before the consumer herself for the first time in the history of the industry. It is being arranged under the direction of Laurence Barden.

However, it is not the public alone that the manufacturer reaches. Every attraction is being laid before the buyer, and already, so long before the show, over three hundred responses have been received from buyers expressing their high interest. Shrewdly laid at a time convenient to the buying season—from March 27th to April 5th, 1929—and embellished with a program of colorful and exciting entertainment, the show will draw people ordinarily indifferent to other types of exposition. Theatre and luncheon parties are scheduled, as well as a banquet for finale, and nightly programs arranged of vast audience appeal. Arrangements have been made for Theatre Night, attended by stage and movie stars; Society Night, sponsored by the Junior League; Sports Night, with a presentation of athletic champions and many other features. As an example, one of the largest moving pictures companies has agreed to give Movietone tests to such candidates as are passed by a large metropolitan daily; this also assures an entire page a day in this newspaper alone, on the show.

Advertisements and articles will appear in trade journals and magazines, radio talks will be broadcast, photographs and news items syndicated to every paper throughout the country, with the cooperation of their sports, radio, society, woman's page and rotogravure editors. And as a fitting setting for the National Beauty Show, none other than the Grand Central Palace has been obtained.

Hairdressers' Advertising Campaign

In a recent letter, Charles W. Godefroy, president of the National Hairdressers and Cosmetologists Association, takes up the matter of the advertising campaign soon to be undertaken by the association. Mr. Godefroy states that the campaign is to be strictly educational and not promotional in character and that the association hopes and expects to gain by the dissemination of accurate knowledge and facts regarding the beauty industry.

At present a systematic survey is being made of the industry throughout the country to enable the directors of the campaign to speak and act with authority on this very complex business. Plans call for the expenditure of \$1,000,000 annually for the next four years and every effort is being made to direct this expenditure in such a way as to secure the greatest possible benefit to the entire industry.



LAURENCE BARDEN

Foragers Hold Annual Dinner

The Foragers held their annual dinner in New York the evening of January 5. The gathering as usual included virtually all of the New York members of the organization and many guests. Entertainment was exclusively by members numbered among whom are several whose talent has been enjoyed by radio listeners during the last year.

Fred G. Hammond, of the J. B. Williams Co., acted as toastmaster and the list of those called upon for brief talks included Martin F. Schultes, retiring president; A. R. Chisholm, newly elected president; Oscar W. Betz, George A. Fuller, S. W. (Jack) Lothrop, Frank H. Herman and E. S. Cramer.

The annual election of the organization resulted in the choice of the following slate for 1929: president, A. R. Chisholm; vice-president, E. S. Cramer; secretary-treasurer, Oscar C. Niedenstein, who has held that office since 1903. The Board of Governors consists of the following elected for 1929 and 1930: C. B. Condit, I. G. Goodwin, Howard Edds, R. Vredenburgh, R. R. Powell, S. H. Ellison, and the following who hold over during 1929: W. A. P. Miller, J. D. Gartlan, Frederick Hammond, T. M. Haulon, T. W. Raymond and E. S. Cramer.

Dr. Irving Langmuir Heads Chemists

Dr. Irving Langmuir, assistant director of the research laboratory of the General Electric Company, at Schenectady, inventor of the high vacuum radio tube and student of the constitution of the universe, has been elected president of the American Chemical Society for 1929. He was chosen by the national mail ballot of the society's 17,000 members, and succeeds Professor Samuel W. Parr of the University of Illinois.

Professor Wilder D. Bancroft, of Cornell, was re-elected a director from the second district, including New York and New Jersey, and Professor F. C. Whitmore, of Northwestern University, was re-elected as director of the fifth district, comprising Illinois, Indiana, Michigan and Wisconsin.

Earle M. Billings, of Rochester, N. Y.; Hugh S. Taylor, of Princeton; E. R. Weidlein, of the Mellon Institute of Industrial Research, Pittsburgh, and M. C. Whitaker, of New York, were chosen councilors at large.

Coming Conventions

New England Ladies' Hairdressers' Association, Trade Show, Copley-Plaza Hotel, Boston, Jan. 21 to 23.

American Beauty Trade Exposition, Book-Cadillac Hotel, Detroit, Mich., Jan. 28 to 30.

National Beauty Show, Grand Central Palace, New York City, March 27 to April 5.

American Manufacturers of Toilet Articles, Biltmore Hotel, New York City, April 2, 3 and 4, 1929.

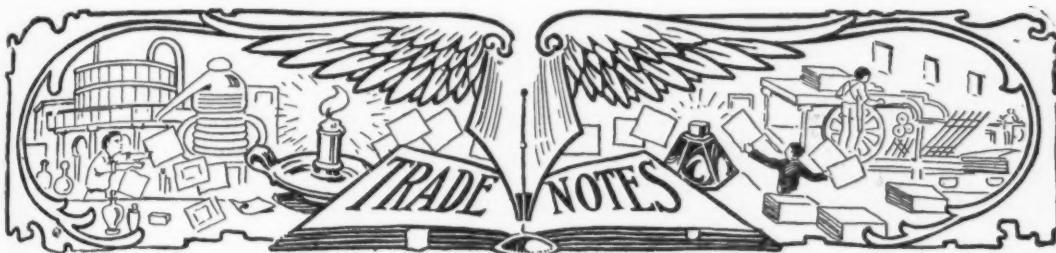
Twelfth Exposition of Chemical Industries, Grand Central Palace, New York City, May 6 to 11, 1929.

American Wholesale Grocers' Association, Peabody Hotel, Memphis, Tenn., May 21 to 23.

American Pharmaceutical Manufacturers' Association, Annual Meeting, Vanderbilt-Chamberlain Hotel, Old Point Comfort, Virginia, June 3, 1929.

National Hairdressers' and Cosmetologists' Association, Detroit, Mich., Sept. 9, 1929.

National Association of Retail Druggists, Minneapolis, Minn., September 16 to 20, 1929.



Reports current in the trade, and now confirmed, are that Woodworth, Inc., New York, manufacturers of perfumes and toilet preparations and A. Bourjois & Co., New York and Bourjois of Paris will be merged in the near future. According to the reports other manufacturers in the same field may also be involved in the new organization, to be known as the International Perfume Co., Inc., of which Pierre Wertheimer will probably be president. The plan will be submitted to stockholders of the interested companies in the near future and it is anticipated that it will be ratified.

Mr. Wertheimer, owner of the house of Bourjois, has returned to France following a brief visit to the American company during which, it is stated, plans for the merger were worked out. A further announcement regarding plans for the reported merger is expected in the near future.

In an announcement to stockholders Ralph H. Aronson, president of Woodworth, Inc., gives details of the merger plan as follows:

A new company will be organized which will acquire the business and assets of both Woodworth, Inc., and Bourjois, Inc., subject to their liabilities. The authorized capitalization will be 75,000 shares of no par value preference stock, paying a quarterly dividend at the rate of \$2.75 a year, all of which will be issued to present Woodworth stockholders. There will be 540,000 shares of no par value common stock, of which the 400,000 shares to be presently outstanding will be issued to Woodworth, Inc., and Bourjois, Inc., stockholders. The ratio of exchange will be one-half share of new preferred and one share of new common for each share of Woodworth, Inc., preference or common. In view of the fact that the preference of Woodworth, Inc., is convertible into the common on a share for share basis and that both stocks have been selling in the market at about the same price the same offer will be made to holders of both.

* * * *

Rumors which have been revived in the trade during the last few weeks to the effect that the Vanity Fair Toilet Co., Memphis, and the National Toilet Co., Paris, and Golden Peacock Inc., Paris, Tenn., would be merged are without foundation. We are authoritatively advised by officials of these companies that the negotiations for a merger have fallen through.

* * * *

Dr. Max Mueller, president of the Rhodia Chemical Co., New York City, returned on the *Île de France*, January 8 after a visit of about four weeks to France. Dr. Mueller spent most of his time abroad conferring with officials of Société Chimique des Usines de Rhône-Poulenc, regarding plans for the further expansion of sales of that organization's products in this market. Rhodia Chemical Co., represents the French house in the United States.

Andrew Jergens, founder and president of the Andrew Jergens Soap Co., of Cincinnati, died on January 11 at his home in Sarasota, Fla., at the age of 76. Mr. Jergens' health had been failing for about a year, but the general complications resulting in his death did not develop seriously until about a month ago.

The Andrew Jergens Soap Co., of which he was president, is one of the pioneer toilet soap manufacturers in the United States, being founded by him and Charles H. Geilfus in 1881 as the Andrews Soap Company. The growth of the company from a modest plant at that time to one of the largest exclusive manufacturers of toilet soaps in the world is unanimously attributed by his subordinates to Mr. Jergens' own unremitting labors.

Mr. Jergens remained active in the business until about four years ago. Since then he has been accustomed to spend most of his time at his winter home in Sarasota, Fla., summering in Canada. He was born in Denmark in 1853, and came to Cincinnati with his parents in 1860. In his youth he became interested in the wood-graining trade and followed this occupation until he commenced the manufacture of soap.

Not only was he prominent in the soap manufacturing business, but also in financial circles, being one of the organizers and later vice-president of the Brighton German Bank. He was a Thirty-second Degree Mason and a member of the Shrine.

He is survived by three daughters and one son—Miss Mina Jergens, Mrs. Joslin, both of Cincinnati; Mrs. T. G. Somermeier, of Beverly Hills, Calif., and Andrew Jergens, Jr., vice-president of the Andrew Jergens Soap Co. Mr. Jergens' wife, the former Miss Anna Schwenkmeyer, died about ten years ago.

* * * *

Part of the plant of the Southern Chemical Co., Perry, Okla., was destroyed by fire on Christmas day with a loss of over \$8,000. The company, under the direction of O. H. Hovey, is already making plans for re-building and will soon be installed in a new fireproof unit. Mr. Hovey advises us that his laboratory and samples of perfume oils, price lists, and other similar accessories were totally destroyed. He expresses the hope that his many friends in the essential oil trade will supply him with duplicates of the samples which he lost.



DINNER OF NORTHAM WARREN CORP., MRS. ALBERT AT HEAD OF TABLE, MR. WARREN AT HER LEFT

The annual sales conference of the Northam Warren Corp. was held in New York City, January 2, 3, and 4, 1929. The work of 1928 was reviewed and selling plans for 1929 were discussed. The sales records made during the past year by Cutex manicure specialties were expected by each of the men to be exceeded during the coming year.

The high point in the convention was the presentation to the sales force of the new plans for Odorono, which was recently purchased by Northam Warren. Mrs. Edna M. Albert, former president of the Odorono Co., addressed the salesmen, reviewing the history, origin, and growth of Odorono, and outlining its brilliant prospects. Mrs. Albert advised the men that during the last few months, sales of Odorono were running well ahead of sales during the corresponding months of the past year.

The sales force of the Northam Warren Corp. has grown during the past year to twenty men. Because of the training of these men, and the sale and promotion of Cutex manicure specialties in their territories, it was felt that they were particularly fitted to undertake the sale of Odorono products.

Frederick W. Benn, and G. W. Nelson, who represent the firm of McLean, Benn and Nelson, Canadian sales agents for the company were in attendance at the sessions of the convention given over to the discussion of the sale of manicure preparations. They reported that the sales quota set for Canada during 1928 had been exceeded.

Advertising plans for both Odorono and Cutex for 1929 were outlined. These plans call for a larger appropriation than in any year past. It was also pointed out that the cumulative value of advertising both on Odorono and Cutex, had been gaining impetus through many years past, and that with the increased appropriation for 1929, the largest volume in the history of each business was confidently expected.

The business sessions were held during the day at the Cutex Building, 114 West 17th Street. The evenings were given over to entertainment and recreation which ended with a Banquet at the Hotel Astor, followed by a Theatre Party at "Animal Crackers" featuring the Marx Brothers, on the evening of January 4.

Completion of the merger of Odorono Co., and Glazo Co., with the Northam Warren Corporation has been followed by an issue of 50,000 shares of convertible preferred

stock of Northam Warren Corporation. The stock carries dividends at the rate of \$3 per share annually and is convertible share for share for the common stock of the corporation. It is being offered by the financial house of Bond & Goodwin, New York.

According to an official of the company, plans call for the ultimate concentration of all manufacturing in New York. For the present, however, until arrangements for increased facilities have been made, the Odorono and Glazo lines will continue to be made in Cincinnati.

The company has again been honored by the award of the group trophy given by the Associated Industries of New York to the company having the best record in accident prevention work. This is the second year in succession that this trophy has been won by Northam Warren Corporation. Seventy-two factories competed in the group. During the competition which lasted thirteen weeks, the company had a continual rating of 100 per cent.

* * * *

Florian, Inc., a new company, of which Carl Weeks, president of Armand Co., is the head, will shortly place on the market a new line of cosmetics for men, according to an announcement made by the Dorland Advertising Agency, which is handling advertising of the new company. The line will consist of a shaving cream, face lotion, powder, cream, stypic pencil and a hair preparation. Fred. F. Ingram, Jr., formerly vice-president of the F. F. Ingram Co., Detroit recently purchased by Bristol-Myers Co., New York, will be vice-president and general manager of Florian, Inc.

Headquarters of the new company will be in the Book Building, Detroit. Manufacturing of the new line will be conducted at the Armand plant in Des Moines, Ia.

* * * *

Carl P. Stevens, president of the Lin-Sol Soap Products Co., Los Angeles, was severely and possibly fatally injured late in December. Press accounts indicate that the injuries were received in a fight with another officer of the company following a quarrel over the right to inspect the company's books. O. A. Remington, treasurer of the company, was arrested upon information of A. H. Thayer who claimed to have witnessed a struggle between the two men at the company's offices.

Professor Marston T. Bogert has just returned from a brief lecture tour of Virginia, where, in response to invitations extended by the institutions concerned, he lectured upon various aspects of the organic chemistry of perfumes as follows: On January 10th at the University of Virginia, Charlottesville, under the auspices of the Department of Chemistry; on January 11th, at the University Club, Richmond, Virginia, as the guest of the University Club and of the Virginia Section of the American Chemical Society; and January 12th at Hollins College, Hollins Virginia, as speaker at the meeting of the Southwest Virginia Club of the Virginia Section, A. C. S.

* * * *

The sales convention of the House of Tre Jur was held at the Hotel Commodore on January 2 and 3. Virtually all of the sales representatives were there and in addition considerable outside interest was shown; as, aside from the usual members attending these conventions, a number of prominent New York department store buyers were present at the meeting.

On the first day a luncheon was served at the Commodore and several interesting address were made. General chain store development was the subject of one of the most interesting speeches and this was given by A. J. Neve of the Neve Drug Stores. The rapid development of the chain stores and their increasing importance in the industry makes their discussion not only of interest to the trade particularly, but also to the layman generally. Jerry McQuade, editor of *Drug Topics* was another speaker who was received with enthusiasm.

During the discussion of the day the general sales plans for the year were considered. The advertising program, which, of course, goes hand in hand with the sales, was also discussed and the plans for the year made public.

The second day was given over to the general discussion of merchandizing plan, and the means for the general expansion and development of sales was discussed in detail. From the advertising program disclosed and the general plans laid for sales expansion it would seem that the present year promises to be a most satisfactory one.

The company has added to its products a new powder compact. This new compact was on display at the convention and was very favorably received; the consensus being that it is sure to be one of the line's leaders.

The French Hospital campaign for \$1,250,000 to complete the building and equipment of its new home at 324 West Thirtieth Street, will start on Feb. 4 and continue to Feb. 20, it was announced yesterday by General Samuel McRoberts, chairman of the board of the Chatham Phenix National Bank and executive head of the hospital campaign fund.

Albert Blum heads an initial gifts committee, which has assumed the responsibility for obtaining \$600,000 for the opening day of the drive. The Men's Division will be headed by Felix Wildenstein, seeking a quota of \$300,000. Dr. Percy R. Ternure heads the doctors' division, which seeks \$100,000, and Mrs. Arthur K. Devlin heads the nurses' group, which sets its goal at \$50,000. The Women's Division hopes to obtain \$200,000.

The final organization will consist of seventy team captains with a total of 700 workers. B. E. Levy, of Coty, Inc., is chairman of the perfume and allied trades division which has already practically raised its quota.

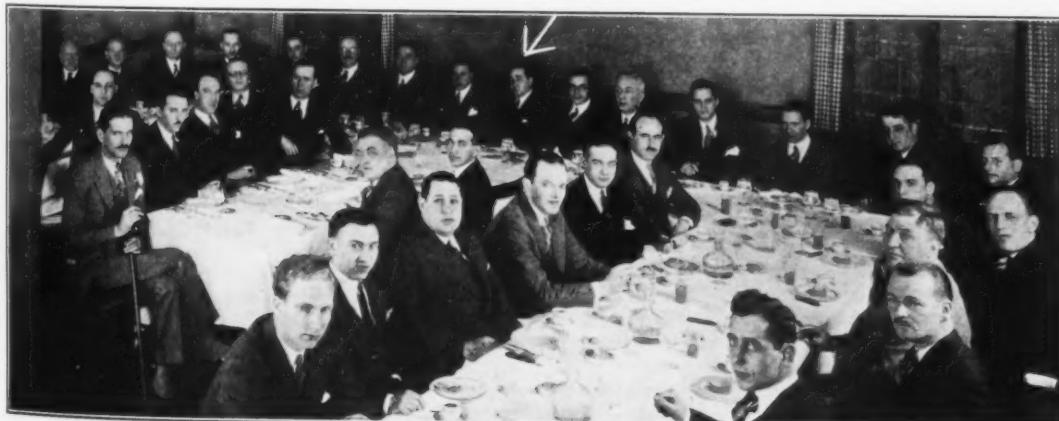
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Zenith Perfume Co., Long Beach, Calif., recently moved into considerably larger quarters at Freeman and Anaheim streets. The company had intended to erect its own plant this year, but the rapid growth of the business forced it to seek larger quarters immediately, and plans for a building have been postponed for the time being. The company manufactures a line of perfumes, the leader being marketed in six different odors under the name "California Flowers."

The firm was organized in 1925 by H. Clemens Smith, who is sole owner of the business. Production is in charge of Ernest Nicking, who has been engaged in perfume research and production for thirty-five years. Mr. Smith writes that the new plant of the company is located near the Signal Hill Oil Field and that he is using royalty checks from petroleum to purchase the sweeter smelling oils for his perfume business.

* * * *

John L. Johnston has been elected president of the Lambert Co., St. Louis to succeed G. B. Lambert who has been elected chairman of the board of the company. Mr. Johnston has been vice-president of the company for several years. He is also a vice-president of Bond & Goodwin, New York financial house.



GROUP OF SALESMEN OF HOUSE OF TRE-JUR AT ANNUAL CONVENTION. ALBERT MOSHEIM, PRESIDENT, UNDER ARROW

More than 500 employees of the J. R. Watkins Co., Winona, Minn., attended the 60th Anniversary Celebration of the company at the Winona plant late in December. The celebration of the anniversary which was noted briefly in our December issue lasted several days, culminating in the "Birthday Party," the following account of which appeared in the Winona *Republican-Herald*:

"Small pine trees massed along the sides of the hall, and large trees in the corners formed the basis of the decorations at the party last night given by the J. R. Watkins Co.



ERNEST L. KING



PAUL WATKINS

for their employees in celebration of the 60th anniversary of the founding of the company. Between 500 and 600 guests were present.

"Paul Watkins, president of the firm, was presented with a silver loving cup by the employees to commemorate the occasion. George Smith, one of the oldest employees of the company, acted as master of ceremonies and gave a short presentation speech during which he told of the late J. R. Watkins and his early work in founding the firm. A birthday cake with 60 candles served as a climax to the celebration.

"Music for dancing and entertainment was furnished by Harold Austin and his New Yorkers. An impromptu dance number was given by Eugene Thrune as part of the program. Refreshments were served in the small dining room during the latter part of the evening."

Dr. E. G. Thomssen, chief chemist of the company, has returned to the Winona offices after a visit of several weeks to the Newark, N. J., plant. The company is expanding operations at the latter point preparatory to more extensive distribution of its products in the Eastern market and Dr. Thomssen's visit was for the purpose of supervising arrangements now being made for increased production there. He also visited friends in the New York trade and paid a brief visit in New Haven, Conn., before his return to Winona.

Ernest L. King, vice-president of the J. R. Watkins Co., and Mrs. King, with Mr. and Mrs. Ralph G. Boalt, sailed on the new Grace Line ship *Santa Barbara* January 17 for a business and hunting trip in South America. Mr. King may establish a branch of the J. R. Watkins business in South America, probably in Argentina and business conditions there will be investigated with that object in mind.

Although hunting will be a secondary consideration of this trip, as there is no big game in South America comparable to that bagged by Mr. and Mrs. King on their African hunting trips, some interesting shooting is expected.

Argentina has abundant water fowl and many brilliantly plumed unfamiliar birds. Jaguars and pumas provide

sportier hunting in the cat family and the wild pigs are dangerous in their native haunts. The deer family is represented by the mule deer, and there are large numbers of guanaco, an animal resembling the llama of the camel species. Some of the game country is not easily accessible especially that near the Andes range, which in Bolivia and the northern part of Chile rises to its highest point. Some of the wilder territories will be reached on mule-back.

An interesting side trip up the Paraguay river to fish for the dorado, a golden fish weighing up to 25 and 30 pounds, may be made. The dorado is reputed to be one of the gamiest fish in the world, and many Scotch and English fishermen make the trip to South America to angle for it.

* * * *

The Plough Chemical Co., of Memphis, in accordance with its agreement with citizens in the neighborhood of its proposed new plant, has completed the purchase of a tract of land adjacent to the site of the new building, construction of which will be started next month. The plot purchased is 303 x 350 feet in size and will be used for landscaping according to the agreement made when permission for the new plant was granted. The deed recites the agreement and restriction in its entirety.

* * * *

John J. Quinn, vice-president of Pinaud, Inc., New York City, with Mrs. Quinn, sailed on the *Bermudan*, January 19 for a brief vacation trip.

* * * *

Jonas J. Burns, formerly connected with the Butter-milk Soap Co. and father of Warren E. Burns, who is well known to so many of our readers, died January 4 at his home in Jasmin Point, New Port Richey, at the age of 78. Mr. Burns had been ill for some time and had been entirely helpless for the last five years.

He was born in Ohio and his boyhood was spent on his father's farm near Goshen, Ind. Soon after his marriage to Miss Jennie Hill of Goshen, he moved to Kansas. There he became identified with the growing business activities of that section. He founded a weekly newspaper at Spearville, Kans., and later another at Belle Plaine, Kans. Later he became interested in railroad building and as president of a company built a division later taken over by Jay Gould and made part of the Missouri

Pacific Railway. In 1888 he built another line in Michigan and Indiana, now a part of the New York Central lines, and later engaged in electric interurban railway building. Early in the 1890's he became interested in the manufacture of toilet soap, and from that time until his retirement was an active and progressive member of our industries. A few years after his retirement he moved to Chicago where he lived until 1917.

He leaves a widow, two sons, Warren E. and Clyde F., and four grandchildren. Funeral services were held at the Methodist Church, New Port Richey, and burial at Pine Hill Cemetery.



JONAS J. BURNS

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V. M. O'SHAUGHNESSY
(The Rossville Co.)



GEORGE F. DIETERLE
(Federal Products Co.)



A. W. HUGULEY
(Seaboard Chemical Co.)



NOEL STATHAM
(Industrial Chemical Co.)

We are indebted to Victor M. O'Shaughnessy, president of the newly formed Rossville Commercial Alcohol Corporation, New York, for particulars concerning the history of the old Rossville Co.; and data concerning the other companies in the group that have come from other sources. In a recent interview, Mr. O'Shaughnessy said in part:

"With the recent amalgamation of five of the outstanding alcohol producers into a single corporation to be known as the Rossville Commercial Alcohol Corporation, there has been awakened an interest in the beginnings of the Rossville distillery which perpetuates its name in that of the new corporation. Even in a history of 1885 the Rossville plant was referred to as 'The Old Rossville Distillery.' It has been the center of the large development of distilling in Dearborn County, Indiana, and, while it has changed hands many times since its erection in 1848, its identity has remained.

"To the west of the Great Miami's mouth, twenty-seven miles west of the site of Cincinnati, was splendid land, heavily timbered with walnut, ash, elm, hickory, maple-rich soil and a pioneer's opportunity—and although the lands were not surveyed or opened for purchase until 1801 the settlers were already selecting locations and building their cabins, 'squatters' who aimed to be first in the taking up of the choicer lands.

"Among these was William Ross, a native of Scotland, who came to America with Cornwallis during the Revolution and who was made a prisoner at Little York. He lived for a while on the farm of General George Washington, married and moved west, eventually to Dearborn County, where he, with his neighbors, commenced the clearing of the land for the planting of corn.

"The first grist mill in Lawrenceburg was built by James Ross, 1812-15, one of six sons of William Ross. The first distillery in Dearborn County of which there is a record was built in 1809.

"In 1847 or 1848 George Ross with Anthony Swartz and Gid Benner built the Rossville distillery with a capacity of six hundred bushels per day, which they ran until Ross's death. The distillery was built in a little settlement outside the



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MAURICE LEVIN



© Blank & Stoller
E. A. O'SHAUGHNESSY

then corporate limits of Lawrenceburg and was known as Rossville, and though the name of the settlement has been lost in that of Lawrenceburg the name still exists in the important industry that has contributed so much to the community.

"In 1877 the Rossville plant was bought by N. J. Walsh, who was then gradually developing the great holdings of the 'Walsh interests.'

"About the time that N. J. Walsh was building up his consolidation of distilling plants a 19-year-old Irish lad named Peter O'Shaughnessy landed in the United States with a cent in his pockets and eventually reached Maysville, Ky., where he had relatives. Until he was 29 he taught school in Newport, during which period he became acquainted with N. J. Walsh, finally becoming a member of the Walsh organization and eventually the active head of the Rossville distillery. In 1919 the Walsh interests were sold out to the O'Shaughnessy interests.

"Peter O'Shaughnessy gave his three sons the opportunity to learn the business, beginning at the bottom. Victor O'Shaughnessy, the president of the new corporation, worked his way through all departments to a general management before his father's death. William P. O'Shaughnessy specialized in his training on production technique, and Eugene A. O'Shaughnessy, the vice-president of the new corporation, gave his attention to sales distribution and marketing.

"During the years since the close of the World War the Rossville distribution has been widened extensively. In addition to the Lawrenceburg plant for the manufacture of grain alcohol, a plant of large capacity was developed near New Orleans for the manufacture of molasses-base ethyl alcohol. Bonded warehouses at strategic distribution points and sales and service offices from coast to coast were organized, including the following cities: Charlestown, Mass.; Chicago, Ill.; St. Louis, Mo.; Atlanta, Ga.; Brooklyn, N. Y.; Philadelphia, Pa.; Baltimore, Md.; San Francisco, Cal.; Cincinnati, O.; Louisville, Ky.; Minneapolis, Minn.; Lawrenceburg, Ind.; New Orleans, La.

"The Orange Grove Refining Company of New Orleans-

was built by The Rossville Company in 1924 for the production of molasses-base ethyl alcohol. Here molasses from the Cuban sugar refineries is unloaded directly into the Rossville plant from the boats. The plant site was selected for the proximity of fuel, raw material, transportation and water facilities."

From other sources comes the following information regarding the other companies.

The development of the Federal Products Co. (successors to The Union Distilling Co.) has been under the direction of George F. Dieterle, who has had a very successful career devoted to the distilling industry and public interests of Cincinnati. He was connected actively with the Federal Products Co. or its predecessors since 1876, and president since May, 1920. He is a past president of the Industrial Alcohol Manufacturers' Association of the United States; a leader in trade association movements, in fraternal and social affairs; was director of the Cincinnati Chamber of Commerce 1895-97, vice-president 1899-1901, president 1914. During the war he rendered conspicuous service on the Coal Economy Commission and the Economy Commission on Municipal Expenditures.

The Industrial Chemical Manufacturing Co., Mechanicville, N. Y., was organized a few years ago by the West Virginia Paper and Pulp Co. to market ethyl alcohol, the by-product of their paper making processes, later adding molasses ethyl alcohol distillation as their market (principally for "radiator alcohol") widened. Noel Statham has been its president since its organization.

The Seaboard Chemical Co., Newark, N. J., was organized in 1916 as a refinery for crude methanol. In 1926 the plant started to manufacture ethyl alcohol using molasses as a base. The present management, with A. W. Hugley president, took control that year.

Other officers of The Rossville Commercial Alcohol Corporation for the coming year have been chosen as follows: Chairman of the board, Maurice Levin, of the Dunbar Molasses Co.; secretary, J. L. Kaufman. Members of the board of directors in addition to the above named officers are: I. J. Seskis, J. B. Pryor, Jr., W. P. O'Shaughnessy and M. B. Starring.

* * *

More than forty Dorothy Gray special representatives gathered from all parts of the country at a general sales conference held in New York City during the week of January 7, following the recent opening of the new \$1,250,000 Dorothy Gray Building at 683 Fifth Avenue.

Instructive talks on the new Dorothy Gray products and the advertising plans for the coming year featured the conference, with addresses by Edward Plaut and by Roy Durstine, of Batten, Barton, Durstine and Osborne. Morning and afternoon sessions were held, with a daily luncheon at the Hotel Manger, and the conference closed on Thursday evening with a "farewell party" at the hotel.

On the following day a visit was made to the Dorothy Gray laboratory at Bloomfield, New Jersey, so that the representatives might familiarize themselves at first hand with every step in the making of the Dorothy Gray preparations which they demonstrate.

To each of the representatives a handsome beauty case was presented by Mr. Plaut. The special representatives are a distinctive feature of the Dorothy Gray service. They are individually selected young women who, after intensive training, cover the entire country wherever Dorothy Gray products are sold.

W. John May advises us that he is now perfumer and general manager for the McLean Perfume Co. of Detroit. This company was organized by Darius McLean and in September, 1928, was sold to Robert Hoffer, who is president. It formerly devoted its activities exclusively to perfumes and toilet waters, but under Mr. May's direction a full line of toilet articles will be manufactured.

* * *

The house of Polak & Schwarz, Ltd., Zaandam, Holland, whose American agents are Wangler-Budd Co., Inc., New York celebrated on January 5, its fortieth anniversary. The firm was established by the late Leopold Schwarz in 1889. Its first headquarters was a house in Zutphen where its products were manufactured and from which they were sold. Its first price list of two pages was rapidly expanded and as the business grew and the number of products increased, the plant was steadily enlarged.

The Zutphen headquarters of the firm was maintained for seven years but at the end of that time, it became necessary to seek larger quarters and the firm moved to a factory in Zaandam, which, with many additions, continues as the principal office. The firm was incorporated in 1905 and began the manufacture of aromatic chemicals. Its original line had been natural fruit essences and distilled oils. A year later, a manufacturing laboratory at Bois-Colombes, France, was established, which has enjoyed such a rapid growth that at present it is numbered among the important factories of France. Somewhat later a branch factory at Nymegen was opened to take care of increasing demand.

In 1919, work on the construction of the present plant at Hilversum was started. This was completed in 1921 and the Nymegen factory transferred to it.

While the factory expansion was going on, sales were also expanded rapidly and branch offices were opened in many countries until at present, the house has branches and agencies in all parts of the world.

Upon the death of Leopold Schwarz, control of the business passed to the hands of his son, Samuel, who is the present managing director. His uncle, Albert Schwarz is managing director of the French subsidiary. The technical direction of the work is in the hands of Dr. A. Reclaire whose work is familiar to many of our readers through his extensive contributions to the technical literature in his field.

We extend our heartiest congratulations to Polak & Schwarz, Ltd., on its anniversary and wish the house many more years of continued success.

* * *

E. M. Laning, president of E. M. Laning Co., New York City, reports a successful deer hunting trip in the south of Jersey over the holidays.

After his return, William Barlow, treasurer of the company, left for a ten-day trip to Oak Park, Ill., where he visited relatives.



SAMUEL SCHWARZ

Bereza Products Ltd. has been organized under the laws of the state of New York with offices and laboratories at 247 Park avenue, New York City. The new corporation has taken over the business of the Natural Flower Perfumery Co., formerly operated in Newark, N. J. by M. Waldo. Most of the products formerly manufactured will be continued unchanged, but the containers will be modernized and made more attractive. Officers of the new corporation are: E. Von Glatz, president; M. W. Holtzman, vice-president; George P. Langford, treasurer; and H. Lilenthal, secretary.

* * * *

R. P. McBriarty, who has been connected for the last few years with the Gold Dust Corporation as superintendent of quality at the St. Louis and Baltimore plants, has been transferred to Montreal, where he will act as manager of the Gold Dust Corporation, Ltd.

* * * *

Approximately \$50,000 of damage was done to the building and stock of Stuart Brothers, agents for Givaudan Delawanna, Inc., New York, at their warehouse on Youville Square, Montreal, by fire on January 2. Three firemen were injured in the fight to control the flames. The fire started at 7:30 p.m., or rather was discovered then, and it was midnight before it was completely extinguished. Thereafter, the firemen spent the whole night disengaging their ladders and other apparatus which had frozen to the ground and to the walls of the ruined building.

The damage is mainly covered by insurance. Stuart Brothers are looking out for a suitable place to carry on their business in the meantime, and by the time this appears in print will be doing business as usual.

The day after Stuart Brothers' fire, the business section of the community got another scare, when it was thought that the Central Pharmacy, of Canada, Ltd., property was on fire. It was a false alarm however. The severe and rapidly varying temperature conditions had caused a defect in the outside sprays of their automatic sprinklers, starting them to run, and this automatically turned in the fire alarm.

* * * *

A block of 43,800 shares of common stock of the American Commercial Alcohol Corporation, the second largest producer of industrial alcohol, has been purchased by a banking group, headed by Bauer, Pogue, Pond & Vivian, and including Folds, Buck & Co., Lorenzo E. Anderson & Co., Bond & Goodwin & Tucker, Inc., and Stein Bros. & Boyce. A public offering of the shares is expected shortly. The transaction does not involve new financing for the company.

* * * *

Among the 500 New York business men appointed as a civic committee to speed the erection of 12-deck automobile roads under the auspices of the New York Citizens' Traffic Committee were the following: F. S. Wheeler, American Can Co.; Carl C. Conway, Continental Can Co.; R. R. Brown, U. S. Industrial Alcohol Co.; V. Chapin Daggett, Daggett & Ramsdell; Gilbert Colgate, Jr., Colgate & Co.; William H. Sheffield, Innis, Speiden & Co., Inc.; George Semler, George Borgfeldt & Co.; Herman A. Metz, H. A. Metz & Co.; C. W. McGee, Chesebrough Mfg. Co.; W. J. Schieffelin, Schieffelin & Co.

* * * *

The Consolidated Cosmetic Distributing Corporation of America has filed papers changing its name to the United Cosmetic Shops.

Armstrong Cork Company is offering stockholders of record March 9 the right to subscribe for additional new common stock at \$40 per share in the ratio of one share for every fourteen held.

The offering will involve the issuance of 80,288 shares and proceeds will be used for expansion purposes.

The company has declared the usual extra dividend of 12½ cents and the regular quarterly dividend of 37½ cents, both payable April 1 to stock of record March 9.

Earnings for 1928 are estimated at \$3.50 to \$4 a share on the common, as against \$3.34 earned in 1927.

* * * *

We introduce this month another contributor to our Soap Section, Paul I. Smith of Nottingham, England, whose article on the "Uses of Soap in the Leather Industry" will be found on page 711.

Mr. Smith was educated in the Xaverian College, Manchester, and the University College, Nottingham. He spent two years at the Leathersellers' Technical College in London in preparation for his industrial career and holds a First-Class Diploma from that institution, as well as a First-Class Certificate of the London City and Guilds Institute.

After his work in these institutions was completed Mr. Smith joined the consulting executive staff of Turney Bros., where he has done much specialized research in various lines connected with the light leather industry, including the work on soaps upon which his present article is based.

* * * *

Among the members recently elected to the Merchants Association of New York we note the Perfumers & Jewelers Box Co., Inc., which will be represented in the association by Ernest Sondhelm.

* * * *

We are advised that the address of the Columbus, O., branch of Fritzsche Brothers, Inc., New York has been changed from 16 East Broad street to 21 East State street.

The branch is in charge of George F. Ringel and James R. Eller.

* * * *

Stockholders of Life Savers, Inc., of Port Chester, N. Y., manufacturers of package confections, have approved the proposal to merge with Drug, Inc., a holding company for chain drug store operators and drug manufacturers. The plan provides that 146,521 shares of Drug, Inc., will be distributed to holders of 550,000 shares of Life Savers, Inc., and in addition 55,000 shares of a new corporation formed in Delaware to take over Life Savers' Canadian business will be distributed on the basis of one new share for each ten now held.

* * * *

P. R. Dreyer, president of P. R. Dreyer, Inc., New York, is spending a few weeks visiting the trade and covering all of the principal cities of the West and South.

W. W. DeFrees, Middle-Western representative of Antoine Chiris Co., New York, spent the Christmas holidays visiting in the New York office discussing further extension of the company's sales organization in his territory.

* * *

A. L. van Ameringen has advised us of the incorporation of his house under the name, van Ameringen, Inc. Capitalization of the company consists of 1,000 shares of 6 per cent cumulative preferred stock and 2,000 shares of common stock of no par value. Mr. van Ameringen remains in control of the company as its president.

Mr. and Mrs. van Ameringen sailed for Europe on the *Ille de France*, January 11, for a trip of about two months. They expect to visit France, Italy and Spain where they will call on Mr. and Mrs. Henry Pfaltz who are sojourning there. Mr. and Mrs. Pfaltz are parents of Mrs. van Ameringen and of Harry Pfaltz of New York.

* * *

Firms in southern and western states marketing their own lines of toilet preparations either through their own retail stores or by national distribution will have an opportunity to meet one of the representatives of the Klinker Manufacturing Co., Cleveland, Ohio, who is making a special trip through the South and South West during February.

Firms interested in the service of the Klinker Manufacturing Co. should consult their advertisement which appears on page 133 in this issue.

* * *

E. G. Miner, president of the Pfaudler Co., of Rochester, N. Y., has just been elected to the board of directors of the Buffalo, Rochester & Pittsburgh Railroad, recently acquired by the Van Sweringen interests. He becomes also a member of the finance committee of the company under the new management, and with this appointment adds one more office to a number of other financial directorships.

Mr. Miner is a director and member of the executive committee of the Rochester Trust & Safe Deposit Co.; director and member of the executive committee of the Lincoln-Alliance Bank of Rochester; member of the executive and finance committees of the University of Rochester; member of the executive and finance committees of the Rochester General Hospital; as well as vice-president and director of the Rochester Gas & Electric Corporation. He is also a member of the National Dairy Association, the National Dairy Council, and the American Dairy Federation.



A. L. VAN AMERINGEN

Compagnie L'Une has been organized and incorporated at Lynn, Mass., for the manufacture and sale of toilet preparations and according to initial reports of its plans will shortly begin operations on a very large scale. The company was organized by Charles H. Zimmerman who was for many years connected with the United Drug Co., and more recently has been director of sales for Mello-Glo Co. of Boston.

The new company has taken over stock and equipment of the New England Laboratory Co. and also of Hilda Lee, Inc., of Quincy, Mass. The head of the latter house, Miss Hilda Lee Drew will be treasurer of the organization.

At the outset the business will be principally to carry on the work of the two companies which have been absorbed but plans are being made for a rapid expansion of their business with initial emphasis upon distribution throughout the New England states.

* * *

A tanning cream which costs \$10 a pound and turns the Nordic personage into a fine imitation of an individual who since childhood has been exposed to the tropical sun, had to be used during the filming of "Tropical Nights," which is being presented at motion picture houses in New York. This is the picture which was suggested by Jack London's famous yarn "A Raid on the Oyster Pirates," and Patsy Ruth Miller and Malcolm McGregor have the leading roles.

McGregor, Wallace McDonald and Ray Hallor play three partners operating a pearl barge in the South Seas. To give them and some of the extras the requisite tanned appearance, the make-up man was consulted and he decreed this special cream. He said that it was expensive, but the only kind which would fool the camera and so a large supply was ordered.

The company went on location with a large supply of ice for drinking water, for the days were hot and the nights none too cool. And then it was discovered that the make-up man had forgotten to mention that his special tanning cream required that the body be iced all over before its application.

Result—a frantic commissary department, trying to get in fresh supplies of ice; actors who could be sure of being cool if not positively frigid at least while they were being made up each day, and a very busy make-up man.

* * *

The Mennen Co., Newark, N. J., has appointed Homann & Tarcher, Inc., New York advertising agency, to handle the advertising of Mennen Shaving Cream, Mennen Skin Balm and Mennen Talcum for men.

The advertising of Mennen Borated Talcum and Mennen Baby Ointment will be handled by the Joseph E. Hanson Co., Inc., Newark advertising agency.

* * *

Liquid Carbonic Corporation has acquired the business of the O. and J. Machine Co., of Worcester, Mass., manufacturer of bottle labelling machines. This company, which does a large export business, is to be operated as a division of Liquid Carbonic. The acquisition involves no public financing, payment being made from Liquid Carbonic's surplus funds.

* * *

Newspapers and magazines will be used in a campaign which is being planned to advertise the cosmetics and beauty preparations of R. Louis, Inc., New York. The campaign is to start this month and will be directed by the Paul Cornell Co., Inc., New York advertising agency.

Further expansion by Continental Can Company, Inc., in the manufacturing of miscellaneous cans is being announced through the acquisition of the business of the Manufacturers Can Company, of Harrison, N. J. The acquired company manufactures a wide variety of miscellaneous cans for packing paints, varnish, oil, grease, and other products.

This additional business further diversifies the output of Continental Can Company between general line and packers' cans. Its ultimate transfer to one of the Company's other plants will result in further economies and better service to all of the former customers of the Manufacturers Can Company.

The business and assets of the Manhattan Can Co., of Brooklyn, N. Y. have also been purchased by Continental Can Company, Inc. Since its inception in 1928, the Manhattan Can Co. has shown a consistent increase in volume of business, consisting for the most part of lithographed talcum powder cans and fancy toilet boxes.

Substantial economies will be effected by Continental Can Company, Inc. through transferring the business of the Manhattan Can Co. heretofore conducted in leased premises in Brooklyn, N. Y., to one of the Company's other plants.

* * * *

Effective January 1, the Biow Co., New York advertising agency, was appointed to direct the advertising account of the Vadco Sales Corporation, New York. The Vadco Sales Corporation was formed recently through a merger of V. Vivaoudou, Inc., perfumes, the Kny-Scheerer Corporation of America, surgical instruments, the American Druggists' Syndicate, and the following subsidiaries: Alfred H. Smith Co.; Perfumerie Melba, Inc.; Delettrez, Inc., and Kleanwell, Inc.

By this appointment, the Biow agency directs the advertising of all the products of the Vadco Sales Corporation, some of the products of which it has been handling.

* * * *

American Druggists' Syndicate reports profits for the nine months ended September 30 of \$540,191, before taxes and depreciation as contrasted with \$696,693 in the similar period a year ago. In the September quarter the profits before taxes, etc., were \$161,583 against \$175,618 in the 1927 quarter.

* * * *

Parfumerie Dollup, Inc., New York, has appointed the New York office of Cleveland A. Chandler & Co., advertising agency, to direct the advertising of L'Manda Lemon Cleansing Cream and other toilet preparations. Newspapers, magazine and radio advertising will be used.

* * * *

The M. P. Gould Co., Inc., New York advertising agency, has been appointed to direct the advertising account of Thinc Products, Inc., New York, manufacturer of Thinc Hand Crème. Newspaper and radio advertising is being used.

* * * *

Bon Ami Company has paid an extra dividend of fifty cents and the regular quarterly dividend of fifty cents on the class "B" common stock and has declared the regular quarterly dividend of \$1 on the "A" common. Both the extra dividend and the regular dividend on the "B" stock were paid January 17 to stock of record January 14. The regular quarterly dividend on the class "A" is payable January 31 to stock of record January 14.

Spooner Inc., which has been in business for almost 25 years, has begun specializing in the manufacture of private brand toilet preparations. J. J. Spooner is president; Samuel A. Chesman is vice president and secretary, and Charles Chesman is in charge of sales. All of the foregoing have been associated with the industry for many years and in the newly equipped laboratories in 126th street, New York City, facilities have been provided for considerably augmenting the business of the concern.

* * * *

A. E. Mullen, president of American Perfumers Laboratories, New York City, and Mrs. Mullen are receiving the congratulations of friends on the performance of Miss Edith J. Mullen, their 12-year old daughter, in a concert in Steinway Hall, January 13. Miss Mullen has shown unusual skill as a musician in the single year she has devoted to the study.

* * * *

The annual sales convention of S. B. Penick & Co., New York City, was held at the home office of the company January 2 to 6. Twenty-two members of the staff including those from the New York office and out-of-town representatives, with employees from the branches at Weehawken, N. J. and Asheville, N. C., attended.



S. B. PENICK

Change of opinion between the representatives brought out several valuable suggestions for increasing the company's sales during the coming year.

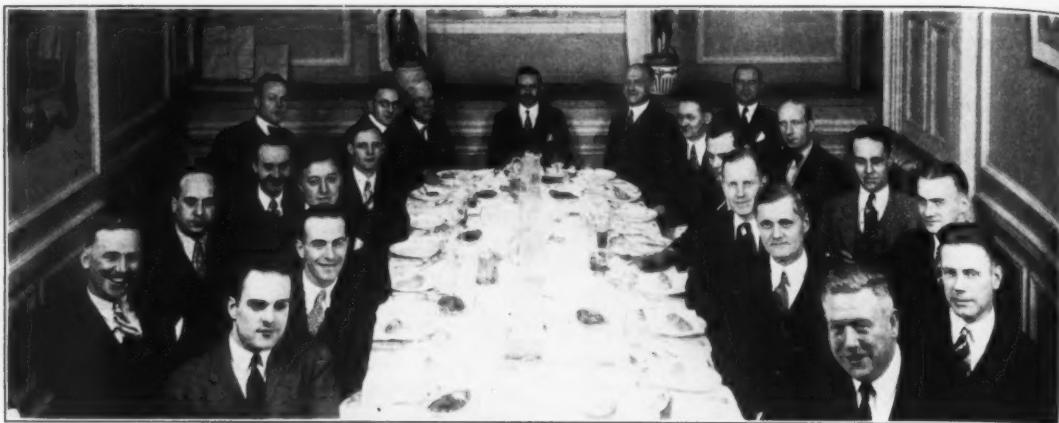
S. B. Penick, president, presided over the sessions, which were devoted principally to general discussion with talks by department heads as features. Out of town representatives in attendance were George S. Westcott, Detroit; Carl M. Black, Chicago; H. W. Mitchell Montreal, Canadian representative and T. B. Dysart, manager of the Asheville branch.

* * * *

Du-Frank Corporation, Brooklyn, N. Y., held its annual Christmas party at Trommer's Hall, Brooklyn, on the evening of December 20. The affair was attended by the entire organization and was tendered by Joseph Franks, president of the corporation.

Among the guests were Benjamin Duberstein, formerly president of the company, who recently returned from a two months' trip abroad with Mrs. Duberstein which included considerable flying on the continent; Marcus Franks, Lawrence McMahon, Saul Solomon and Harry Levine.

Following a bountiful feast, music was provided by an orchestra and in-between numbers, Louis Brodner, who acted as toastmaster, introduced Joseph Franks and Mr. Duberstein who made a few brief remarks. Following this the remainder of the evening was devoted to dancing.



DINNER OF GIVAUDAN-DELAWANNA, INC., SALES FORCE

Outer Circle: H. L. Shaftoe, E. T. Booth, W. V. Bricker, D. F. Lum, W. H. Adkins, R. J. Weber, G. M. Warren, M. B. Vance, W. D. Brickler. Inner Circle: F. B. Smith, Ira Bennett, M. Lemmermeyer, R. M. Stevenson, Dr. G. A. Geiger, H. H. Sawyer, Dr. E. C. Kunz, Dr. M. Szamatolski, H. F. Duffy, J. Meyer, C. L. Armstrong, L. C. Morris, C. L. Weston.

The annual sales convention and dinner of Givaudan-Delawanna, Inc., was held at the New York office of the company December 27, 28 and 29. Twenty-two enthusiastic members of the staff attended the meetings, arranged in businesslike fashion by the sales department. The business sessions were started promptly each day at 10 o'clock and after a brief luncheon recess at a near-by restaurant at noon, were continued until late in the afternoon. Several department heads of the company spoke at these sessions and there was also round table discussion in which all of the members of the sales staff took part.

The dinner was given at the Hotel Brevoort on the first evening of the convention. Dr. E. C. Kunz, executive vice-president of the company, presided at this function and in a brief but very effective address, thanked the staff for the splendid co-operation which it had given him during the year and outlined the policies through which the company anticipates that 1929 will be an even more successful sales period. He also welcomed three new members of the sales force who were attending the annual meeting for the first time.

Practically all of those present were called upon for brief talks and each one delivered a message of optimism for the coming year in the particular territory which is under his charge.

One of the pleasantest features of the evening was the presentation of two souvenirs of the occasion by the sales staff. E. T. Booth, on behalf of the employees, presented to Dr. Kunz the framed pen and ink sketch which is reproduced herewith, as a token of appreciation of his work, suggestions and co-operation during 1928. M. Lemmermeyer then presented to Dr. M. Szamatolski, chief chemist, a beautiful Wahl desk pen set and in a graceful little speech thanked him for his close co-operation and support of the sales staff and his efforts at answering the numerous questions brought to him by the salesmen.

The final day of the meeting was devoted to a tour of the



DR. E. C. KUNZ

company's plant at Delawanna, N. J. This tour was conducted by Dr. Szamatolski who described the various apparatus and some of the processes in detail and called attention to the rapid expansion of the factory, the result of growing sales in 1928. Officials and salesmen as well considered this meeting the best in the company's history and were unanimous in their prediction that 1929 will set another new record in sales of the company's products.

* * *

The annual sales convention of the Virginia Dare Extract Co. was held at the offices of the company at the Bush Terminal, Brooklyn, December 28 to 30. Forty representatives covering practically the entire United States were present. The company manufactures a complete line of flavoring extracts and flavoring specialties catering to the grocery, confectionery, bakery, ice cream and bottling trades.

These fields were covered in the program by selling demonstrations and the uses of Virginia Dare flavors in ice cream, ices and beverages, and the preparation and use of these products was demonstrated by the laboratory assistants.

Among the speakers at the convention or at the banquet on Saturday evening in addition to Dr. B. H. Smith, president and other officials of the company, were Robert Everett, secretary of the Dairy and Ice Cream Machinery and Supplies Association; Professor Lewis B. Allyn, director of the Westfield Research Laboratories and well known food expert; A. M. Massie, of the Bank of America; Everett M. Stahl, advertising manager of the Economy Grocery Co. Hartford, Conn.; W. B. Hatfield, past president of the Association of Bottlers of Carbonated Beverages; and George Whitlock, of the National City Bank.

Mr. Whitlock told the convention that he had followed the record of the company closely since its inception, and that because it had shown an increased volume of business, and increased profits each succeeding year, the company has had an enviable and most successful career. This success he attributed to the unity and enthusiasm of the organization loyal to an ideal that the highest quality ultimately wins out.

The annual banquet was held at the Bohemian, New York. A most attractive menu was presented, most of the items being flavored with Virginia Dare products. Prizes for the year were presented at the dinner.

The Marinello Winter School was held in the auditorium of the Marinello Co., New York City, during the week of January 7 to 11. Beauty shop owners from all parts of the country were present to avail themselves of the opportunity to learn how to perfect the technique of their treatments, to advertise their shop, to increase their professional prestige, to sell more merchandise, and to make more money next year.

Included in the Winter School this year was an intensive Marinello guild course, the attendance to at least 20 of the 24 periods of instruction qualifying a member for a Winter School certificate and making her eligible for guild membership. During the course all of the Marinello treatments were demonstrated. This was considered advisable as it is often of much more value to see the actual demonstration than to hear about it.

One of the most colorful and interesting demonstrations was that given by Howard Sinclair. Mr. Sinclair, an actor and lecturer to small theatre groups on make up in every phase, used models to demonstrate how to make skin look transparent, how to make it appear sunburned, how to take the "bump" out of a big nose, how to obliterate the double chin, etc.

In the business promotion end of the beauty shop, inspiring and practical talks were given by Neal R. Andrews, managing director of the Marinello Co., Richard A. Clark, sales manager for Marinello and Notox, Dorothy Cocks, director of advertising for Marinello and Notox, and Carl Green, of the educational department of the Harold F. Ritchie organization.

* * * *

Solar Cosmetic Corporation has been organized by Alexander Hirschbein, Peter Meyer and associates, succeeding to the business of Solar Laboratories, Inc. Mr. Hirschbein is president of the new corporation and Peter Meyer is general manager. Manufacturing facilities are being increased in New York City and a new building will be taken in Newark. The first step in the reorganization of the sales department came with the appointment of John J. Monahan in charge of sales in the metropolitan district.

* * * *

André Griffon has been made vice president of the French American Glass Co., American representative for Cristalleries de Nancy, with which he has been associated ever since it was founded. Mr. Griffon is located at the New York office of the company, 175 Fifth avenue, and is in charge of sales in the United States.

Mr. Griffon has been associated with the perfumery industry since he was graduated with the degree of M.A. from the University of Michigan. Prior to that he took his bachelor's degree from a French university, after which he saw service in the world war.

* * * *

George D. Chisholm, first vice-president of the Koken Companies, St. Louis, has returned from a holiday vacation in Bermuda:

As announced in our December issue, Compagnie Parento, Inc., with general offices, warehouse and laboratories at Croton-on-Hudson, N. Y., and a New York office at 507 Fifth avenue, have been appointed as the sole representatives in America for the products of Organico, S. A., (formerly Nadal, Desparmet & Cie) of Nanterre, France.

Organico are well known as manufacturers of aromatic chemicals, as well as synthetics and specialties for perfume, soap and toilet preparations in general. For many years they have specialized on aldehydes, acetates, alcohols, benzoates, butyrates, formates, valerenates, and many other products.

We are told that Parento will carry at its Croton-on-Hudson plant a complete line of the Organico products. It is one of the younger supply houses, and the progress it has already made

it holds to be evidence of an endeavor to serve American manufacturers as a useful link with important primary sources abroad.

Addington Doolittle, who is the secretary of Compagnie Parento, Inc., is now in France having sailed on the *De Grasse*, January 3, accompanied by Mrs. Doolittle. Besides visiting the plant of Organico, Mr. Doolittle also expects to visit the Pierre Dhumez Co. of Vallauris, France, whom the Compagnie Parento Inc. also represent in this country. In its entirety, Mr. Doolittle's trip will cover France, Germany, Bulgaria and Italy.

* * * *

Du Pont Cellophane Co., New York City, purchased on January 2 the business of Capes Viscose, Inc., Delawanna, N. J. The company will be operated as a subsidiary of the Du Pont Cellophane Co. under the name of the Cellulose Cap Division.

The trade will be interested to know that Harry S. Fisher, formerly sales manager for the Capes Viscose company, has been retained as sales manager of the new Cellulose Cap Division of the Du Pont Cellophane Co. It has been through the efforts of Mr. Fisher that the sales of Capes Viscose have been steadily extended during the last five and a half years that he has been in charge.

Herbert E. Walther, who has been covering the New York territory, will also be retained in the same capacity.

The changes makes available to the company the tremendous accumulation of technical knowledge and experience of the whole staff of Cellophane engineers and chemists.

According to Mr. Fisher the new company will shortly start a schedule of expansion and development of caps for new packages. A special service will be instituted to study the needs of the trade from a merchandising and package display point of view.

The offices have been consolidated at 2 Park avenue, New York City, telephone LEXington 0022.

* * * *

Samuel Alsop, president of the Alsop Engineering Co., New York City, has returned from a trip to Bermuda where he completed some study on new types of machines soon to be offered to the toilet goods industry.



ADDINGTON DOOLITTLE



ANDRÉ GRIFFON



GROUP AT SALES CONVENTION OF MAGNUS, MABEE & REYNARD, INC.

Front row, left to right: E. B. Houghton, Wm. F. Fischer, Fred Rauch, J. B. Magnus, vice-president; P. C. Magnus, president; R. B. Magnus, treasurer; A. Belknap Foster; F. W. Brown; H. J. Becker. Rear row, left to right: F. J. Ganter; M. S. Barker; P. L. Tirrell; Geo. A. Cammerer; L. E. Gillespie; and R. L. Nichols.

An educational program was the keynote of the ninth annual sales and staff convention of Magnus, Mabee & Reynard, Inc., held in New York City December 20 to 22 inclusive. During the three days of the convention, four business conferences were held, in which the representatives of the Company were addressed by P. C. Magnus, president of the Company; W. F. Fischer and C. Stern, on general sales work and policies, followed by a discussion of traffic problems by Edgar A. Lessels, export and import procedure and policies by Geo. H. McGlynn, and an address concerning the adoption of new packages, their conveniences, etc., to the ultimate consumer, by J. B. Magnus, vice-president.

The evening of December 20 was devoted to an informal dinner and theatre party.

One of the unusual features of the three days' program consisted of a talk and demonstration in the analytical laboratories of the company at 257 Pearl street. This meeting was presided over by Dr. F. W. Brown, chief chemist, assisted by A. H. Downey and Geo. H. Hartz. A very attractive luncheon at the Drug & Chemical Club for the members of the sales staff and executives of the company followed. This luncheon consisted almost entirely of food products in the manufacture of which the company's essential oils and kindred products played an important part.

During the last business session, several very noteworthy papers were read by various representatives of the company, among them an article by Geo. A. Cammerer on "Suggestions for the Improvement of Business in 1929." R. L. Nichols treated the subject of selling the package line of essential oils to wholesale druggists, which was followed by a very interesting address by P. L. Tirrell covering the present conditions of business in the New England States and the outlook for the future.

The program was concluded on the evening of December 22 by a dinner and dance held in El Patio Room at the Hotel McAlpin. In addition to the entire staff and sales force, several guests of note were present and excellent music was supplied for dancing.

* * * *

John E. Sharp, vice-president of the Aluminum Company of America, New Kensington, Pa., was a recent visitor to the New York offices of the company as well as to the Edgewater plant. Mr. Sharp was much impressed with the business outlook for 1929 and felt that there would be no recession from the creditable advance made in all lines in 1928.

* * * *

George R. MacDonald, manager of Ungerer & Co.'s New England branch office at 37 Pearl Street, Boston, recently spent a few days at the home office perfecting arrangements for caring for the 1929 business in his territory. Mr. McDonald reports encouragingly on general business conditions in New England and anticipates an increasing volume of sales during the coming year. Certain lines of business are still below normal but on the whole indications point to a large consumption of perfume and flavoring materials by New England consumers of those items.

* * * *

E. A. Bromund Co., New York, N. Y., has completed extensive improvements in its bleachery at Elmsford, N. Y. The improvements include the installation of new equipment especially designed for use in its new process for refining beeswax, which was recently adopted after two years of research and experimentation. Under the direction of Jesse F. Bromund, president, and Elmo P. Helmbold, treasurer, the company has made commendable progress, and the enlarged facilities will enable it to keep pace with its growing volume of business.

* * * *

Dr. Samuel Isermann, vice-president of Van Dyk & Co., and president of The Chemical & Dye Corp., New York, was married on December 20 to Miss Centa Cossman of Orange, N. J. After a sixteen day cruise in the West Indies aboard the palatial Canadian Pacific liner, *Duchess of Bedford*, the couple returned and are now residing at Summit, N. J. We extend our heartiest congratulations and best wishes.

* * * *

Sagamor Metal Goods Corporation, New York City, has leased an additional floor at 318 East 32nd street which doubles its manufacturing facilities. The executive offices of George Gusoff, treasurer and general manager, will be located on the twelfth floor, and new batteries of stamping presses as well as plating and finishing equipment will be on the eleventh and twelfth floors.

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Donald M. Smith, president of Bristol-Smith, Inc., is planning a most interesting vacation in the form of a Mediterranean cruise. Mr. Smith will sail on the *Homeric*, January 26.

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Storfer Laboratories, New York, have taken larger and more attractive quarters at 238 Fifth avenue.

A very interesting meeting of Alliance Française de New York was held on January 7 at the Hotel Plaza. The meeting was devoted to a discussion of the history and psychology of rouge in feminine adornment. The president of the Alliance opened the meeting by presenting Senator Eugene Charabot of Charabot & Cie., Grasse, referring to the honor of having a man of his prominence in France to preside over the meeting, particularly fitting at this session in view of Senator Charabot's connection with the toilet preparations industry.

Speaking with his usual eloquence, Senator Charabot referred to the important work which the Alliance Française is doing in New York in stimulating interest in France and French affairs on the part of educated New Yorkers, who are familiar with the language or who may be studying it, and the opportunities which the Alliance gives them to expand their studies and secure conversational practice with their friends at the meetings. He introduced Mme. Aline Car-Delaville, the lecturer for the evening.

She showed a thorough grasp of her subject and of feminine psychology, treating the use of colors in facial adornment from the earliest times and showing its importance as a part of the feminine ensemble and referring not only to the tremendous growth of the perfume and cosmetic industry in France but also its rapid development in the United States.

* * * *

Hinde & Dauch Paper Co., Sandusky, Ohio begins in this issue an attractive series of advertisements designed to call to the attention of our readers the merits of the corrugated shipping containers which it manufactures. The first announcement of the series appears on advertising page 38.

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Polak's Frutal Works, Inc., has moved from Lafayette street to new quarters at 350 West 31st street, New York City, where offices, stock rooms and laboratories affording three times the space of the old quarters are available. The new location includes private offices for John Ter Veer and Erik Vles.

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Zenith Laboratories are making alterations in their plant in New York, to provide for a talcum powder department. Several new products are to be added to the line, according to Raymond Palomba, who founded the company in 1927.

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Between advertising pages 64 and 65 in this issue, the Carr-Lowrey Glass Co., Baltimore, in a very attractive insert, calls attention to the "Cameo Finish" bottle, a special creation of this company.

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Business record since our last month's report:

George L. Courtois, perfumery, 127 Madison Avenue.—Liabilities, \$7,330; assets, \$6,096, main item being unliquidated claims, \$4,596.

Philip Lehrman, druggist, 276 Brook Avenue.—Liabilities, \$15,957; assets, \$3,500, consisting of realty. Principal creditors listed are S. M. Austreich, \$5,050, secured; Loma Holding Corp., \$3,000, secured.

Julius Doernberg, perfume and cosmetics, trading as Stella Perfume Shop, 3 McDonough Street, Brooklyn.—Liabilities \$2,576 and assets of \$1,000. Judge Campbell has appointed Margaret M. Bergen receiver, in bond of \$1,000.

The good fellowship which prevails throughout the Reich Ash Corporation, New York, and its subsidiary companies, the Antique Novelty Box Co. and the Silvercraft Specialty Co., was fittingly epitomized in the annual Christmas gathering of the department heads held at the Goldgrube on the afternoon of December 22. Those present were Sidney Ash, J. B. H. Ash, Monroe Loeb, Stephen B. Ash, Louis Wershaw, Arthur Loeb, Arthur A. Ash, Emanuel Ash, I. H. Applebaum, Max Salsitz, Mrs. Catherine Kenney, Louis Levine, and Robert Goldberg.

The toastmaster was Monroe Loeb, vice-president, who introduced Emanuel Ash, Arthur Ash and J. B. H. Ash. The latter told of the work that is being done to extend the activities of the company in the United States and throughout the world.

Sidney Ash, the popular president, was the last speaker, and in his usual earnest way thanked the members of the organization for their cordial support, and predicted a large increase in business in the coming year over any year in the history of the company.

On the afternoon of December 24 members of the entire organization gathered in the offices of the first floor of the Reade street building for their annual frolic and the distribution of bonuses. Over \$10,000 was distributed in bonuses to the employees by J. B. H. Ash. Each employee who has been with the organization six months or longer received a bonus.

Despite his objections, the party insisted on a speech from Sidney Ash, who again thanked the employees, who now number over 500 for their wholesome co-operation.

After the presentation there was an exchange of gifts between the employees and the department heads showing the spirit of good will which permeates the entire organization. A feature of special interest was the presentation of tokens of their appreciation for his leadership to Sidney Ash, by the sales organization and the executive heads. The tokens came as a complete surprise and Mr. Ash was visibly affected by this spontaneous evidence of good will.

Leo Reich, ex-president, was a welcome though unexpected visitor in the home offices of the company during the Christmas holidays. Mr. Reich is now enjoying good health, and with Mrs. Reich, expects to leave soon for Europe.

The sales force has been reorganized as follows: Max Salsitz, southern, Reich Ash; L. J. Leiser, southern, Silvercraft and Antique Novelty Box; Irving Applebaum, eastern and northern states, Reich Ash, and T. A. Mulverhill, Silvercraft and Antique Novelty Box Co.; A. J. Rosenberg, Middle West, Reich Ash, and Samuel Feldman, Silvercraft; Stanley Lubo, far west, all companies; David Martell, Pacific coast and northwest, Reich Ash and Silvercraft; Arthur Ash, greater New York and nearby cities, Reich Ash, and Charles Boffert, Silvercraft and Antique Novelty Box Co.; Emanuel Ash, in full charge, Antique Novelty Box line covering all territories; J. B. H. Ash, salesmanager, and also sales in Dominion of Canada; Monroe Loeb, vice-president, calling on chain stores and in charge of New York showroom at 32nd street and Fifth avenue.



SIDNEY ASH

News of the Trade in Chicago

The Chicago Perfumery, Soap and Extract Association held its last meeting of the year at the Hamilton Club on Wednesday, December 19. A. G. Schneider, newly elected president, officiated for the first time and managed to stir his listeners to a degree of attention usually achieved only with the use of a gavel. With sharp discernment and appreciation of those members who in the past have cooperated to promote the interests of the Association, he appointed the following committees to function during 1929:

Executive committee: A. G. Schneider, of Victor Chemical Works; Frank S. Dedrick, of James S. Kirk & Co.; Frank H. Pettee, of C. A. Seguin Co.; William H. Muttera, of Armstrong Cork Co.; and Clarence Morgan, of Clarence Morgan & Co.

Legislative committee: Thomas J. Hickey, Attorney, Chairman; Arthur Fortune, of Morana Incorporated; and Frank Z. Woods.

Membership committee: Euclid Snow, Chairman, of Malinckrodt Chemical Works; Walter H. Jelly, of Walter H. Jelly & Co.; H. D. Crooks, of John Blocki, Inc.; H. J. Sweeney, of American Commercial Alcohol Corp.; and Donald M. Clark, of Franco-American Hygienic Co.

Entertainment committee: Harold E. Lancaster, Chairman, of Marshall Field & Co.; J. W. Bicks, of Carr-Lowery Glass Co.; Frank T. Robinson, of Monsanto Chemical Works; George Woods, representing Frank Z. Woods; and A. J. Dedrick, of Edward T. Beiser Co.

Bowling committee: Arthur Fortune, Chairman, of Morana Incorporated; Joseph De Lorme, of Riviera Products Co.; and A. C. Drury, of A. C. Drury & Co.

Publicity committee: Walter L. Filmer, Chairman, of Rossville Company; Joseph A. Gauer, of Fritzsche Brothers, Inc.; and H. Schwenneke, of Eureka Paper Box Co.

Inasmuch as the regular schedule specified January 2 as the date of the next meeting it was officially voted to abandon all efforts to get together until the one following, in order to give the members an opportunity to regain steadiness of vision after the stress and tumult of passing from one year into another. January 16 therefore marks the association's embarkment upon the activities of 1929, and the first instance in which the Midland Club, one of the new and successful ventures of its kind in Chicago, was the scene of

assembly. It is considered probable that the members will continue to accept accommodation in these new quarters.

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Paul H. Todd, of A. M. Todd Co., Kalamazoo, Michigan, visited Chicago during the second week of January, paying his respects to the trade and lunching, incidentally, with his friend, A. J. Dedrick, of Edward T. Beiser Co.

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Geoffrey E. Govier, who was chief chemist for a number of years for A. E. Staley Co., of Decatur, Illinois, and later travelled in almost every portion of the world representing the interests of the same concern, and who has lately been established in San Antonio, Texas, as a consulting and analytical chemist, suffered the deep sorrow of the passing of his wife on December 6. Interment, it is understood, will take place at Windermere, England. Mr. Govier has many friends in Chicago who share in his grief.

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A. Srebren, of A. Srebren & Co., is expected to return within a few days after a trip to the East of several weeks' duration.

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William Flynn and E. A. Houven, of the Chicago office of Dennison Manufacturing Co., have just returned from a trip to the factory at Farmingham, Mass.

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Charles Shapiro, of Superior Perfume Co., will soon withdraw temporarily from his friends in Chicago to repeat the enjoyable experience he had while sojourning in Florida at this time last year.

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André Leloup, chemist for Kissproof, Inc., sailed on Friday, January 11, for a three months vacation in France. Mr. Leloup, we judge, will speak the language without an accent.

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A. F. Loertz, manufacturing chemist and associated with H. C. Whitmer Co., of Columbus, Ind., has pleased his friends with the report that his health has improved after his visit to the Mayo Clinic at Rochester, Minn. It is to be hoped that he may soon be welcomed again at Columbus.



GROUP IN ATTENDANCE AT THE ANNUAL BANQUET OF THE CHICAGO DRUG AND CHEMICAL ASSOCIATION, AN ACCOUNT OF WHICH APPEARED IN OUR DECEMBER ISSUE.

The Loomis-Munks Co., of Ottawa, Illinois, manufacturer of toilet preparations, has recently changed its name to Munks Laboratories.

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Paul Pettit, of Lady Grey Co., was a victim with his entire family, to Chicago's recent invasion of the flu. They are, however, all now progressing toward recovery.

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Howard Holman, of Holman Soap Co., who responded to the enticements of Florida several weeks ago, is expected to return late in January.

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Columbia Bottled Products Co., at 2228 Belmont avenue, recently dissolved its corporation and retired from business. The building, together with the entire collection of merchandise, supplies, equipment and fixtures were offered for sale at auction on Friday, January 4. Victor Wollner, manager of the company, reports that the results of the sale were satisfactory except that the building still remains for disposal.

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Dudley F. Lum and Martin B. Vance, Chicago representatives, attended the sales meeting of Givaudan-Delawanna, Inc., in New York on December 27 and 28. On the 29th they visited the factory at Delawanna, N. J., and, according to Mr. Lum, were impressed more deeply than ever with the degree of care which extensive facilities and effective co-ordination make it possible to exercise in issuing products for an increasingly alert market.

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Arthur Fortune, of Morana Incorporated, spent the holidays with his family at his country home in Wisconsin.

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E. J. Strobl, who formerly owned and operated Vladimar Laboratories, is now associated with Albert Verley, Inc.

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H. J. Boulden, former chief chemist and general manager of William Walke & Co., St. Louis, is now associated with Andrew Jergens Co., at Cincinnati. Mr. Boulden travelled to New York to attend the wedding of his daughter Ruth on December 20, and then returned to spend the holidays at St. Louis, after stopping and visiting the trade in Chicago for two days.

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Sam Shapiro, of National Soap & Perfume Co., plans to journey soon to Detroit. The purpose of his trip is mainly vacational, but Mr. Shapiro aims also to investigate conditions which may provide desirable contacts.

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Altogether Too Much

We are all firm believers when we wisely consider the advantages of making an appeal in advertising to women, declares *Silent Partner*.

But there is one woman who claims to be an authority and she says: "America's annual pay roll is \$72,000,000,000." And again she says: "Women spend 85 per cent of this money." And again she adds: "Women indirectly influence the disposal of another 10 per cent."

According to this authority, extravagant (?) men have all of 5 per cent to spend on necessities and luxuries, and this is altogether too much.

Pacific Coast Trade Notes

Frank Von, general sales manager for Katherine A. McDonald Kameo Beauty Products, Hollywood, Calif., has just completed a tour of the Eastern section of the United States during which he was successful in placing the line of toilet preparations manufactured by his company in many of the leading stores throughout the country. Mr. Von's work was especially to introduce the latest product of the McDonald line, a liquid, waterproof mascara which is being offered under the name Katherine McDonald Lash Cosmetic.

Since its organization by Miss McDonald about four years ago, the company has made excellent progress. The first product was a cream which its originator had developed during her work on the screen and which made an almost instantaneous success with the motion picture world. The manufacture of this product was begun on a small scale but



KATHERINE A. McDONALD



FRANK VON

facilities were rapidly increased as its distribution grew. To it has since been added other products until the line is now virtually complete.

The general management of the company remains in the hands of its organizer, Miss McDonald, whose success on stage and screen has not only been a considerable asset to her company but has also equipped her to handle a business organization, she having headed her own screen company at the time of her retirement.

Associated with Miss McDonald are Mr. Von as general sales manager and H. C. Balsley as production manager. A more extensive advertising campaign is now being planned for the Katherine McDonald products and small copy has already been published in the beginning of a national campaign which Miss McDonald believes will result in a general and widespread recognition of the products which she manufactures.

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The San Francisco office of the Bristol-Myers Co. has been moved to 543 Howard street where practically double the floor space of the old address is available. George G. Harwood is in charge of this branch.

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A new company for the manufacture of castile soap has been organized in Los Angeles by A. Nassauer. Mr. Nassauer will have his two sons, William and Fred, associated with him in this venture.

Wealth Sometimes a Burden

Some folks who travel Fortune's road are secretly carrying a heavy load.—*Silent Partner*.

New Orleans Trade Notes

An excellent Christmas trade with general facial cosmetics greatly increasing in sales is reported by officials of the Estorge Drug Company, one of the principal wholesale organizations of southwestern Louisiana. Exceptions to the general rule for facials are vanishing cream, which is slackening off in popularity and cold cream, which, however, is holding its own. The Estorge company is eminently qualified to judge of the trend of trade in its district. Located in New Iberia, one of the principal centers of the section, it enjoys a wide radius of trade almost free from competition. A drug retail store is operated, but the main feature of the business is a wholesale house of long standing. Besides a large line of drugs and perfumes, the organization distributes all general drug store merchandise.

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Another drug retail store, the sixth of the chain, will soon be opened in New Orleans by Katz & Besthoff, Ltd., prominent local retailers. A building has been taken over at Napoleon Ave. and South Claiborne Ave., in a rising residential section. Remodelling and installation of modern drug store equipment will begin at an early date, according to Katz & Besthoff officials.

* * * *

W. W. Curtis, Southern district manager at New Orleans for Sharpe & Dohme, manufacturing chemists, died suddenly on Christmas eve at the Chess, Checkers, and Whist Club, of which he was a member. Though a native of Georgia, Mr. Curtis has been a resident of New Orleans for thirteen years. He was in charge of the Sharpe & Dohme business in six Southern states.

Born in Griffin, Georgia, sixty-one years ago, Mr. Curtis attended Vanderbilt University, Nashville, where he completed a course in pharmacy. After operating a retail drug store, first in his native town, and later in Greensboro, Ga., he became, in 1893, traveling representative for Sharpe & Dohme. Later he was made manager of the business in Alabama, Mississippi, and Tennessee. After three years the Louisiana, Arkansas, and Oklahoma territory was added, and a short time after Mr. Curtis was transferred to New Orleans. Mr. Curtis leaves three brothers, E. T. Curtis of St. Louis, F. M. Curtis of Madisonville, Ky., and C. E. Curtis.

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The Menville Drug Store of Houma, Louisiana, has just taken on two new lines of perfume, the Flamme de Gloire, and the Triomphe de Pleville. Both are manufactured by the Pleville Co., Inc.

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Employees of the New Orleans office of Parke Davis & Co. organized a Goodfellowship club recently. The following officers were elected: J. S. Davis, president; Miss L. M. Harris, vice-president; A. Selzer, treasurer; Miss E. Story, secretary; E. A. Kimzey, manager of the office, chairman, and E. J. Holmann, J. A. Steiner, Miss Kate Kennedy, Miss I. Filleul, members of the executive committee. A. E. Breslin, H. Castellanos, and Misses R. Folse, A. Lear, M. Mehrrens, O. Allen and Gladys Gaar, are members of the entertainment committee, which has charge of arranging a Christmas celebration. S. B. Steiner, retired office manager, was elected an honorary member.

Northwestern Trade Notes

The chemical and allied industry enjoyed a good year in Milwaukee in 1928. Three more concerns were engaged in the manufacture of chemicals, drugs, perfumes, etc., in 1928 than in 1927. Thirty concerns were engaged in this industry in 1927 and 33 in 1928. The number of employees increased accordingly, 1,032 being employed in 1927 and 1,107 in 1928.

Wages in 1927 totaled \$1,767,623 and \$1,794,056 in 1928. The capital employed in this business also increased with \$11,231,925 spent in 1927 and \$11,784,501 in 1928. There was also a decided increase in the value of the product reported, it being valued at \$9,651,597 in 1927 as compared with \$11,555,423 in 1928. Exports, however, dropped off considerably in 1928 as compared to 1927. Export business in 1927 amounted to \$30,965 while in 1928 it totaled only \$18,060.

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Joseph P. Baker, 75, one of Wisconsin's oldest druggist, died at his home in Janesville, Wis., Dec. 31. Mr. Baker was born in Philadelphia, Pa., in 1853 and on October 22, 1878, entered the drug business in Janesville. Mr. Baker was also president of the J. P. Baker Co., which manufactured products from formulas which he himself developed. He is survived by his wife and a daughter.

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Paul Graw, 45, for the past twenty years owner of the Gould Pharmacal Co., Milwaukee, died at his home in that city December 11 after an illness of eight months. He is survived by a widow and seven children.

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Miss Myndall Cain, owner of the largest Minneapolis beauty shop, has just returned to the city after an absence of three months in Europe. Most of her time was taken up by professional study in cosmetics and skin treatments. Within a short time, Miss Cain expects to start work on a special campaign to put over her new ideas on cosmetics and skin and muscle treatment.

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The St. Paul Association of Hairdressers and Cosmeticians elected the following officers: President, Mrs. Eva Norton; vice-president, Art Gande; secretary, Mrs. H. Wirtheimer; treasurer, Miss Jessie Salisbury.

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Two of the 27 new manufacturing plants established in Minneapolis during the months October to December, 1928 were the Curtis Chemical Co. and Tidewater Products, Inc. Both manufacture water softeners and the latter also puts out soap products.

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Mack Maiden, president of the Jarvaise Perfumer Inc., recently opened his second beauty shop, through which he will dispense of a great deal of the products manufactured at the factory. The new shop is called the Chateau.

In Other Words—Balance

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In Memoriam for Departed Friends

AMIC-ROURE, MME., widow of Senator Jean Amic and sister of Louis and Jean Roure, Roure Bertrand Fils, Grasse, January, 1927.

BARR, JOHN X., proprietor of the Long Island Soap Works, Brooklyn, N. Y., January, 1916.

BUCHAN, JOHN, Buchan Soap Co., Cleveland, O., January, 1909.

BURR, EDWIN HENRY, New York manager for Roure-Bertrand Fils and Justin Dupont, New York, January, 1920.

EVANSON, LEWIS LINCOLN, soap manufacturer, Camden, N. J., January, 1914.

FAVOR, OTIS S., pioneer soap manufacturer of Chicago, January, 1915.

HENDERSON, ALEXANDER D., California Perfume Co., New York, at his home, Suffern, N. Y., January, 1925.

HINDS, WALTER D., of A. S. Hinds & Co., retired, at Beverly Hills, Cal., January, 1928.

KILLEEN, MICHAEL, father of Edward V. Killeen, of George Lueders & Co., New York, January, 1912.

KIRK, MILTON W., president of James S. Kirk & Co., Chicago, January, 1916.

MARSH, FRANK B., ex-president Manufacturing Perfumers' Association, New York City, January, 1918.

MAYO, CASWELL A., editor and educator, at Cincinnati, January, 1928.

MONTGOMERY, JAMES MOORE, vice-president and general manager, Richard Young Co., New York, January, 1924.

MORENA, JACQUES A., Charabot et Cie, Grasse, January, 1910.

MUELHENS, FERDINAND, head of Ferd Muelhens, Cologne, Germany, January, 1928.

PAPPAZOGLU, M. DONTCHO B., of Botu Pappazoglou & Co., Kazanlik, Bulgaria, January, 1919.

SELICK, CHARLES HENRY, perfume manufacturer, New York City, January, 1917.

SLOAN, FRANCIS H., president of Sloan, Graves & Smeltzer, Inc., New York, January, 1928.

SMITH, ROBERT WALTON, essential oil importer, of New York City, January, 1924.

STRONG, SAMUEL E., Strong, Cobb & Co., Cleveland, Ohio, January, 1927.

TOENNIES, FERDINAND E., president of Heine & Co., New York, January, 1919.

WESSELS, HERMAN J. J., manager of Polak's Fruital Works, New York, January, 1928.

WINDSOR, MILLARD F., president of Windsor Soap Co., Inc., Buffalo, N. Y., January, 1920.

Albert Franklin Bertine

Albert Franklin Bertine, broker in essential oils and for many years connected with James B. Horner & Co., New York, died at his home in Mount Vernon, N. Y., January 12 at the age of 51. Mr. Bertine was a native of Connecticut, but came to New York at an early age and entered the employ of the late Maj. James B. Horner as an office boy. His industry and ability led to his steady advancement and upon the death of Major Horner he became a partner in the company. When it was incorporated in 1915, he was chosen secretary and treasurer. Five years ago, ill health forced his retirement after 29 years with the house. He later recovered and had been active as a broker since 1926. He leaves a widow who was Jennie Ernst and two children Marian and George Franklin.

William Newton, Sr.

William Newton, Sr., president of Haskins Brothers & Co., soap manufacturers of Omaha, Neb., died suddenly January 14 at the age of 69. Mr. Newton was born in Wisconsin. He began the manufacture of soap in Sioux City in 1889, moving his headquarters to Omaha in 1898. During the war, he was chief soap buyer for the United States Army. He leaves a widow, a son, a daughter and four grandchildren.

George C. Wellons

George C. Wellons, for many years an official of the William A. Webster Co., Memphis, Tenn., died in the Gartly-Ramsay Hospital in that city December 16 after a week's illness. Mr. Wellons was born in Bolivar, Tenn., 43 years ago. He moved to Memphis in 1908 and had been connected with the Webster company from that time. He leaves a widow, two daughters, two sisters and a brother. Funeral services were held at his home, with interment in Forest Hills Cemetery.

Circulars, Price Lists, etc.

CHARABOT & Co., Grasse, are announcing through their American agents, UNGERER & Co., New York, that in addition to the integral essence of rose and jasmin launched last year, they can now offer the integral essences, cassie, mimosa, orange, narcissus and tuberose.

The company states that these integral essences are prepared by a greatly improved process of flower extraction, developed by Dr. Eugene Charabot, which eliminates to a great extent the barren ingredients present in floral extractions prepared by the older methods and yields more highly concentrated essences which, at the same time, are remarkable for their delicacy and their fidelity to the true odor notes of the living flowers.

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PRODUITS PIERRE, 37 West 57th street, New York City, has issued a very attractive folder listing and describing the numerous new products which the company is now offering. The circular is signed by H. H. Raynor, managing director of the company, and is attractively illustrated with drawings of the new packages and photographs of the interior of the Pierre salon in New York.

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PINAUD, INC., New York, has prepared a beautiful book under the title "Toujours de l'Avant," to be used in connection with the celebration this year of the 50th anniversary of the establishment of the house of Pinaud in America and at the same time the 150th anniversary of the founding of the house in Paris. The text of this work was prepared by Albert Leffingwell of Olmstead, Perrin & Leffingwell, New York, advertising representative of Pinaud. Mr. Leffingwell made a special trip to Paris last spring for the purpose of gathering the material for the volume.

It consists of a brief review of the progress of the house, written in most entertaining style and illustrated splendidly by Will Hollingsworth, whose water colors have been faithfully reproduced by the printing house of William Edwin Rudge, Inc.

The text and illustrations are worthy of the handsome silver and black binding which the publishers have given it and of the splendid paper, and beautiful printing which do so much to add to its attractiveness. Just as the house

has reason to be proud of its long and successful career both in France and in America, so can it justly take pride in the booklet with which it commemorates its American golden anniversary.

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POLAK & SCHWARZ, LTD., through their agents, Wangler-Budd Co., Inc., New York, are now distributing the second edition of their valuable booklet on Synthetic Perfumes. The work describes at some length numerous of the synthetic products which have become of constantly growing importance to the manufacturer of toilet preparations and perfumes. The list is alphabetically arranged and following the name of each of the products, there is a paragraph describing the generally recommended employment of the article in perfumery and another paragraph giving the physical constants of the product, whenever these have been determined.

The book is compiled by chemists of the company and the second edition has been thoroughly revised in keeping with the latest discoveries regarding the products listed. A separate section is devoted to fixatives and is arranged in accordance with the main part of the volume. A special section at the close of the volume calls attention to some of the numerous specialties of the company. In all, the work contains 79 pages and is well worth the attention of the chemist and perfumer.

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DODGE & OLcott CO., 87 Fulton street, New York, have issued a very attractive catalog for the months of January and February listing the essential oils and aromatic chemicals and other products in which the company specializes. The list is well arranged and numerous of the products are described at some length. Special pages call attention to the products of Fabriques de Laire, Issy and Calais, France, and W. Sanderson & Sons, Messina, Italy, for which Dodge & Olcott are American agents.

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DESCOLLONGES FRÈRES, Lyon, France, through their agents BENJ. FRENCH, INC., New York, have issued a most attractive and interesting technical circular describing numerous synthetics used in perfumery and also some of the company's well known specialties. The booklet of 40 pages is attractively bound in white paper imprinted with gold and forms a valuable work of reference for the perfumer.

It starts with a general description of the higher alcohols and aldehydes, C₈ to C₁₂, which are coming into more general use as perfume raw materials as they are better understood by the perfumer. After outlining the company's experience and research on these important products, they are considered separately and each is classified as to odor and uses.

Following this special section, the various products are listed in alphabetical order and each is described and characterized with a list of the uses to which it is best put. Lack of space prevents even a listing of the numerous articles in which the company specializes, but a few seem worthy of special mention, among them amarylone, ambrarome, and boroniol.

The company calls special attention also to its amayl-cinnamic aldehyde which it reminds the trade was discovered in its laboratories and which it recommends for use in association with all floral notes.

The comprehensive list of products described in the booklet affords a very complete line for the perfumer. The

research necessary for the production of the work indicates the emphasis which the company has placed upon the scientific side of the perfume business and its desire to serve its customers through a complete description of its products and their properties.

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DU PONT CELLOPHANE CO., INC., has issued a new booklet of thirty-six pages, entitled "Cellophane—The Modern Merchandising Aid." This is one of the most comprehensive publications ever issued in regard to this product. It gives an outline of its manufacture and discusses the uses made of it in the candy, baked goods, meat products, fish, dried fruit, food stuffs, toilet preparations, soap, drug, textile and tobacco fields. It discusses the various kinds of containers made of Cellophane and gives some idea of the special technical service which the company is able to render. The first inside sheet is of Cellophane itself. The booklet is beautifully illustrated in colors and gives examples of many well known products which are wrapped in Cellophane.

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THE EDWARD T. BEISER CO., INC., Riverside, Conn., has sent us the January issue of their very attractive publication, *Aromas*. It is a most interesting publication, replete with a forward looking philosophy. We also have at hand the company's quarterly catalog, giving a list of their products together with prices. The book is conveniently arranged in departments, taking up, essential oils for perfumery use, floral waters, aromatic chemicals, synthetic specialties, etc.

In the fore part of the book is an interesting description of the times of year of the new crops. This is in tabular form and gives the products by months. Various trade marked articles are described as well as many "captivating creations."

The Beiser Co. has been doing business for fifteen years and aside from the numerous domestic products it markets, is also the sole American agents for P. A. Bompard, of Antibes, France. Through the advertising which begins on advertising page 68 of this issue of our journal, the company will now be able to extend its contacts and widen the scope of usefulness for this most interesting little magazine.

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THE PERFUMERY & ESSENTIAL OIL RECORD, London, has forwarded its annual review number which as usual takes the form of a year book and diary and contains much interesting and valuable information regarding the British industry.

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CHEMICAL AGE, London, has published its annual review number and year book for 1929. It is a volume of 167 pages, bound in cloth and contains much valuable information and diary pages.

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REVUE DES MARQUES, Paris, has forwarded its annual year book and review of the perfume and soap industries. The book is as usual most attractive and is replete with information regarding the French perfume and raw materials industry. A very complete trade directory and adequate diary space are included. Not the least interesting section is devoted to the advertisements. This contains attractive and beautiful announcements of many firms well known in the American market.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York)

Perfume Chemistry Popularized

SCENT AND ALL ABOUT IT, by H. Stanley Redgrove, 95 pages and index, William Heineman, London, 1928. Price 3s. 6d.

While in no sense a profound treatise on perfumery, its manufacture, appreciation and constituents, this little volume should be valuable to our industries in removing some of the popular misconceptions as to the nature of perfumes and toilet preparations. The layman who reads it will at once graduate from the school of "make it in the kitchen" advanced by writers in some of our daily contemporaries, and will begin to realize that the art of perfumery is a complex one and not to be learned by the study of a few simple rules.

The book treats first of the history and psychology of odors and then discusses briefly some of the more important raw materials and their uses. It continues with a brief description of the manufacture of perfumes and gives a few simple type formulae. It is very well written and contains, in addition to the text, a bibliography for the benefit of those who desire to pursue the subject further. The author acknowledges his indebtedness to the more technical and voluminous works of Durville, Askinson, Parry and Poucher, paying special tribute to the last named.

The publishers have given the book an attractive cover and have printed it in clear readable type. It is to be recommended to the amateur in perfumes.

A Voluminous Soap Treatise

AMERICAN SOAP MAKERS GUIDE by I. V. Stanley Stanislaus and P. B. Meerbot; 709 pages; Henry Carey Baird, Inc., New York. 1928. Price \$10.

This work is a revision of "The Soap Makers Handbook" by Brannt, which in turn was based upon the English translation of Deite's book on soap which appeared early in this century. It claims for itself the fact that it is "the most complete and exhaustive book in the English language." We presume the authors meant to add on the subject of soap. Here we cannot agree as Martin's three volumes on soaps and detergents which appeared in 1924 go far more into detail.

Upon the whole the book is a disappointment to us. Following the excellent treatises on this subject which have appeared during the past three years, it does not measure up to the newer works in the type of information contained.

It claims to be up to date. A close scrutiny of the material presented does not bear out this contention. Many of the formulae are misleading and out of date. As an example we may merely refer to the question of shaving products. Nothing whatsoever is mentioned about the use of stearic acid in shaving soaps or creams. Practically all these are now made by the use of this in the U. S. In the methods of analysis for soap and fats and oils no mention whatsoever is made of the standard methods of analysis and sampling. Surely they are more important and more modern in this country than those given by the authors. In the chapters on raw materials newer chemicals of value to soap manufacturers are entirely overlooked.

The two best chapters in the book are those on "Modern Views of Soap" and on "Textile Soaps." In both these the quality of information presented is far better than that in the other portions of the volume.

The last hundred pages or so have to do largely with perfumes, candles, creams, dentifrices and lotions. Most of the information contained therein is outside the field of soap-making. It is doubtful if it adds any value to the work as a book on soap. Here again many of the formulae given for both perfumes and toilet preparations are dangerous. For example on page 601 a perfume for "white" lavender soap is given which contains a high proportion of vanillin. It is quite generally known that the use of this product would produce a decidedly brown soap as it aged. The methods and formulae on pages 650 and 651, where dental creams are described, would lead to failures if attempted as outlined. It would probably have been far more creditable to the work to have omitted this part of the book entirely, rather than to present information which is inaccurate and misleading.

In our opinion then the book adds very little to the literature of soap. It might have been greatly abridged and the quality of information contained improved thereby. The effort seems to have been to make it exhaustive, irrespective of the accuracy of information contained. In this fact the book has failed through its success in being voluminous.

Essential Oil Data and Statistics

WELTPRODUKTION UND WELTHANDEL VON AETHERISCHEN ÖLEN, UND DIE WIRTSCHAFTLICHE ENTWICKLUNG IHRER INDUSTRIE, by Dr. H. H. Zander, Verlag Chemie, G.m.b.H., Berlin, 1928.

The author of this book was well aware of the very great and, in part, even insurmountable difficulties which he would encounter in his attempt to compile a summary of the total production of essential oils and their commercial value for all the various countries of the world. Even official figures, as far as obtainable at all, were frequently found to be incompatible and contradictory among themselves, and, in many cases, only private reports and estimates had to be resorted to.

Nevertheless, from an enormous mass of figures which the author has diligently collected and critically sifted, he has been able to present a very interesting picture of his subject.

The material reported is arranged successfully for some sixty countries, while an elaborate index facilitates the following up of individual oils through their various sources. Thus, the development of the industry of the various oils from the beginning of obtainable statistics, their quantity production and price fluctuation may be conveniently studied by anyone interested in the economical side of these important commercial products.

DR. C. KLEBER.

Progress in Natural History

BUILDING THE AMERICAN MUSEUM, 1869-1927. Fifty-ninth annual Report of the Trustees of the American Museum of Natural History. 308 pages. New York, 1928.

This volume reviews the history of the American Museum of Natural History, 77th street and Central Park West, New York City. It describes the wonderful progress made by this important public institution and enumerates and explains its numerous scientific and other activities.

Holiday Cards, Calendars and Souvenirs

We have again been favored with the usual flood of Christmas and New Year greetings from all parts of the world and desire herewith to voice our appreciation for all the messages of good wishes which have reached us by mail, cable and wireless during the last few weeks. So numerous were the cards and calendars that only brief mention may be accorded to each. We deeply appreciate the spirit in which each was sent and reciprocate the good wishes expressed most heartily.

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A large wall calendar was the usual reminder of the progress of Neumann-Buslee & Wolfe, Inc., Chicago.

Other large wall calendars brought the greetings of Flora-synth Laboratories, Unionport, N. Y., and the Read Machinery Co., York, Pa.

The Rossville Co., Lawrenceburg, Ind., also sends a calendar with an illustration of a most attractive young lady.

Fritzsche Brothers, Inc., New York, is represented by a handsome desk calendar, most useful and well chosen as a daily reminder of the house.

P. R. Dreyer, Inc., New York, forwards a most acceptable appointment book with a page for each day in the year. The book is beautifully bound in green limp leather.

A. L. van Ameringen, New York, sends a handsome little calendar illustrated with an etching of Monticello, the home of Thomas Jefferson.

Hagerty Brothers & Co., New York, is represented by an attractive greeting card with 1929 calendar attached.

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Among the unusual forms of greeting was a decanter, sent by the Illinois Glass Co., Alton, Ill., in which was inserted a map of "Ye Treasure Isles," with a most appropriate verse.

From Harry J. Higdon of the Container Corporation, Chicago, came a "Good Deal" for Christmas, a perfect hand of specially made cards with which we should enjoy sitting in any game.

Greetings in black and white from the Read Machinery Co., York, Pa., gave a word of advice and a friendly greeting for the New Year.

Commercial Laboratories, Newark, N. Y., sent an attractive metal ash tray.

From A. C. Drury & Co., Chicago, a letter breathing the Christmas spirit was most acceptable.

From Pierre Lemoine, Inc., came the compliments of the season together with a most useful desk calendar.

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Personal greetings from abroad came in by cable and letter.

From Switzerland, M. Naef & Co., sent Christmas and New Year greetings. Cards from Henri Barbier, Geneva and from Mr. and Mrs. Audré Givaudan were received.

From the Société Chimiques des Usines Rhône-Poulenc, Paris came a most attractive standing calendar. On each of the twelve monthly cards is a different flower as heading, and the effect is that of hand painting.

France was represented by cablegrams of good wishes from Bertrand Frères, and from Etablissements Roure Bertrand Fils & Justin Dupont, both of Grasse.

From Justin Dupont personally came cabled greetings of good wishes for the New Year. Letters from Pierre Dhumez & Co., Vallauris, and Fabriques de Laire, Issy and Calais; and cards from Camilli, Albert & Laloue, Grasse; Pilar Frères, Bruno Court, Grasse, Etienne Descollonges,

of the House of Descollonges Frères, Lyon, A. Blanque of S. A. Bruno Court, Grasse. Usine, St. Claude, Grasse; Mr. and Mrs. Jean Fabre, Paris, Tombarel Frères, Grasse, and F. Gobry of that house, and Mr. and Mrs. Jean Roure.

From Germany, Heine & Co., Leipzig, cabled Christmas and New Year best wishes.

H. Raab & Co., Roermond, Holland, also cabled holiday good wishes.

From Bulgaria came cards of greetings from Shipkov & Co., and J. Batzouroff & Fils, Sofia, and from Botu Papazoglou & Co., of Kazanlik.

NEW INCORPORATIONS

Note.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Schering Corporation, 110 William street, New York City, chemicals and import synthetic camphor, thymol, menthol and other products manufactured by Schering-Kahlbaum A. G., Berlin, heretofore dealt in by C. B. Peters Co. Erwin R. Dick, general manager; Leo Pasternak, treasurer.

A. & G. Karl Distributing Co., Manhattan Borough, New York City, cosmetics, \$10,000. A. B. Calvin, 50 Court street, Brooklyn, N. Y.

Porastringent, Manhattan Borough, New York City, toilet articles, \$25,000. L. C. Carlin, 27 Cleveland place, New York, N. Y.

Henry's Hair Shop, Manhattan Borough, New York City, beauty parlor, \$10,000. R. Seelay, 250 West 57th street, New York, N. Y.

Betty Beauty Shoppe, Inc., Hackensack, N. J., \$125,000. Felter & Schroeder, Hackensack, N. J.

Hudson Detergents Corporation, Jersey City, manufacture chemicals, \$100,000. Butler & Butler, Jersey City.

Goldy Laboratories Co., 158 North Laramie street, Chicago, manufacture cosmetics, \$5,000, has been incorporated by H. B. Goldeen, W. J. McMillan and F. J. Widman.

La Valencia Perfume Co., Manhattan Borough, New York City, 200 shares of common stock. W. O. Van Keegan, 9 East 41st street, New York, N. Y.

La Valencei, Manhattan Borough, New York City, perfumer, \$5,000. J. Stearns, 38 Park Row, New York.

Shakour Co., Worcester, Mass., cosmetics, \$100,000, has been chartered by R. G. Shakour and Lydia Shakour, both of Worcester, and Muriel E. Horne, of Boston.

Glazo Co., Manhattan Borough, New York City, perfumes and cosmetics, 200 shares of common stock. J. A. Murphy, Albany, N. Y.

Forestania Industrial Corporation, New York, syrup from fresh oranges, \$1,000,000, incorporated in Delaware. Oren T. Wharton, Dover, Del.

Stewart Creighton Beauty Products Co., Inc., Wilmington, Del., patents, \$50,000, 1,000 shares of common stock. Colonial Charter Co.

Beaux Arts Beauty Salon, Manhattan Borough, New York City, \$10,000. M. Block, 154 Nassau street, New York, N. Y.

Beverly Senz Corp., Wilmington, Del., hair tonic, hair dyes, \$1,000,000. Corporation Trust Co. of America.

Larue Mfg. Co., Manhattan Borough, New York City, toilet articles, \$50,000 preferred and 12 shares of common stock. Bondy & Schloss, 275 5th avenue, New York, N. Y.

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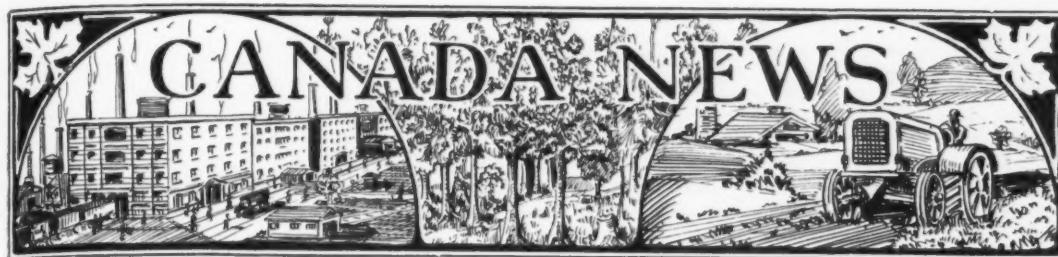
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Montreal

Record business over the Christmas and New Year's season is reported by practically all retailers in Montreal, and those handling perfumery and allied lines appear to have obtained a full share of the trade that was going. At this writing, no one has yet had time to make up total figures and form accurate estimates of volume of trade or percentage of increase, but it is universally agreed that money was spent lavishly and sales were well ahead of previous years for the same season. And it is also noteworthy that as soon as the stores opened again after New Year's, they were filled with shoppers, as if the strain of holiday shopping had not at all depleted the spending power of the public.

For instance, the gift set of shaving goods was offered in more attractive packages than ever before, and sold more freely than before. Such sets for men sold if anything more freely than toilet sets and combination packages of toilet preparations for women. Boudoir sets in French ivory, once the gift par excellence to young women and older women, were a complete flop in most Montreal stores. Only those of extremely novel design sold to any extent.

The bath-salt package also fell flat, contrary to the experience of previous years, when appealing bottles filled with nicely perfumed attractive-colored bath salts always sold well. One particular line of bath salts however, sold very freely, in contrast to the failure of the others. This line was packed in elephant-shaped bottles. One of the retailers explains the phenomenon by saying that someone has been spreading a rumor lately that the elephant is the naturally-selected good omen and official mascot for 1929, so everybody felt kindly disposed toward the elephant bottles. A number of quite attractive "baby toilet sets" and outfits of puff and powder and simple cosmetics for babies under one year were offered, but they did not do very well in most of the stores.

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James Wilson Knox, founder of Lyman, Knox & Co., Ltd., Montreal, died in Montreal General Hospital at the age of 81, on December 7. He was born in Huntingdon, Que., on November 23, 1847. Before founding Lyman, Knox & Co., Ltd., he was employed for some time with the chemical firm of Lyman Claire & Co. He is survived by one son, Frank, and a daughter, Mrs. C. H. McLean, both of Montreal. The funeral was held at Dominion Douglas United Church, Westmount, Que., on December 9.

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Leslie D. Poyntz, a retail druggist of Winnipeg, was shot and killed by two bandits who entered his store at the Christmas season. The civic and provincial authorities posted a reward of \$5,000 for the capture of the desperados. A few nights after the murder the police in capturing a suspect had a gunfight with the man; one policeman was badly wounded, but the bandit was killed.

Toronto

To those who do not live in Canada and have no first-hand knowledge of conditions in the past four years, the gain in Canadian production within that period will constitute a basis for optimism as to the future of the country. Canada has a population of less than ten million, scattered over an area somewhat larger than that of the United States.

In 1924 the wheat harvest of Canada amounted to 262 million bushels, and for 1928, 500 million bushels. Within these four years the area planted was two million acres in excess of the acreage at the beginning of the period. The gross value of agricultural production in Canada is about two billion dollars a year.

The value of the metallic and non-metallic minerals produced in Canada during the first six months of 1928 was about \$105 millions, as compared with \$84 millions in 1924.

In the first eleven months of 1928 the total volume of building contracts awarded in Canada amounted to \$453 millions, as compared with \$247 million in 1924.

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Harry S. Garlick, manager of Canadian Boncilla Laboratories, Toronto, was unanimously elected president of the Travelling Men's Auxiliary of the Ontario Retail Druggists' Association at the annual meeting of that body, held in the Prince George Hotel, Toronto, on December 27. The other officers elected were Joe McCorkell, of the Richards Glass Co., first vice-president; Ed. Olstad, of Lavoris Chemical Co., second vice-president; Bert Downs, of the Stevens Brush Co., secretary-treasurer; and Bill Campbell, of Johnson & Johnston, seagant-at-arms.

* * * *

News of the merging of J. A. Tepoorten, Ltd., and the National Drug and Chemical Co. in British Columbia has come east. The former company has always and only operated in British Columbia, while the latter company, operating all over the Dominion, has branches in Vancouver and Victoria. The merger will operate on a co-operative and profit-sharing plan.

* * * *

The semi-annual meeting of the Ontario College of Pharmacy was held in Toronto during the week of November 19, with all thirteen districts represented. The annual meeting of the council will be held in the first week of June, 1929. A. B. Johnston was appointed representative of the council on the P. A. T. A. committee.

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E. J. Hohs, President and General Manager of Polusertine Products Co. of Canada, died at his home in Toronto after a few days' illness with the "flu."

National Drug and Chemical Co., Ltd., announce that they have acquired the business of J. A. Tepoorten, Ltd., Vancouver, B. C., or rather, that they have formed a "local merger" with the Tepoorten firm. The combined business of the two companies in British Columbia will in future be conducted under the name of British Columbia Drugs, Ltd., the president and general manager being Daniel Hocken, formerly of the National Drug Company. A. W. Briegal, J. A. Tepoorten, T. M. Henderson and John R. Clark will be the other directors. It is understood that the National Drug Company's contribution toward the financing of the new B. C. firm is something in the neighborhood of \$250,000.

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Rev. Alexander Vachon, director of the school of chemistry of Laval University, has been elected chairman of the Canadian Chemical Association.

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R. O. Hurst, professor at the Ontario College of Pharmacy, Toronto, recently addressed the Toronto Teachers' Institute on coal tar preparations and chemical products. Part of the talk had to do with colors, and the romance of this particular part of the subject was very interesting. Continuing Prof. Hurst said that 90 per cent of perfumes today come from the tar-barrel.

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The S. S. Kresge Co. of Canada has been incorporated and plans made for opening a chain of stores throughout Canada. Property has been purchased in Ottawa and Toronto, and options have been taken on premises in other cities.

* * * *

Darlings Drug Stores at Calgary, Alta., are pushing strongly their "Toiletries Department," and featuring perfumes in their advertising.

* * * *

Prof. A. B. J. Moore, head of the department of pharmacy and chemistry at McGill University at Montreal, announces the establishment of a new chemical laboratory at that school of learning.

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The Abbott-Walker Drug Stores, Ltd., is a new incorporation, with \$40,000 capital, which proposes opening a chain of drug stores in Ontario. Head office is in Toronto.

* * * *

Peter Campbell, for many years a druggist in Toronto, died at Vancouver, B. C., last month, aged 108 years.

* * * *

Alderman W. R. Low, an Ottawa druggist, is seeking re-election for office in 1929. He has already served six years in the council of that city.

* * * *

Canadian Trade at New High Peak

The largest distributive trade in the history of Canada and the greatest volume of construction on record are reported by S. H. Logan, general manager of the Canadian Bank of Commerce, in his Canadian survey for November based on reports from the bank's branches throughout the Dominion.

"The volume of construction in Canada, as measured by contracts awarded during the last ten months," Mr. Logan says, "is the greatest on record, which in effect means that the public has invested in capital improvements of a permanent character more of its savings than ever before."

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City

TRADE MARKS REGISTERED

"Odorono" in conjunction with a surrounding background of dotted lines forming a cloud or wavy effect. Depilatory. Odorono Co., Cincinnati, Ohio.

"Glazo" in an oval, said oval appearing on a panel having a striped background. Nail enamel, cuticle cream, cuticle oil, liquid polish remover. Glazo Company, Cincinnati, Ohio.

Carton with the words: "Liquid Hair Groom" "Wyeth Chemical Co. Inc." "Distributors" "New York, N. Y." "Edward Wesley & Co., Proprietors." Pomades and preparations for the hair, including hair combing liquid. Edward Wesley & Co., Cincinnati, Ohio.

"Jenny" written horizontally in capital letters, and framed above and below with a segment of a circle. A perfumed cream for toilet use. Maison Jenny, Societe Anonyme, Paris, France.

"Exchange" superimposed upon the capital letter: "X" and rectangle device. Flavouring extracts. The Exchange Orange Products Co., Ontario, Calif.

"L'Oreal Immedia". Perfumes. Eugene Schueller, 37 rue Jean-Jacques Rousseau, Paris, France.

Representation of an Elk's head over the word: "Hirsch" both of which are surrounded by two concentric circles. Dandruff remedies. Sol Hirsch, trading as Dr. Hirsch's Laboratories, New York, N. Y.

"Thalia." Toilet preparations. Doctor Henry Vickers Johnstone, Toronto, Ont.

"Sanodent." Toilet preparations. National Drug and Chemical Co. of Canada, Ltd., Montreal, Que.

PATENTS GRANTED

285,257. Receptacle and closure. David Hovey Clark, Orangeburg, N. Y.

285,356. Glycol Ester manufacture. I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-Main, assignee of Oskar Loehr, Uerdingen, both in Germany.

285,357. Polyalkylene glycol and alkyl ether. I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-Main, assignee of Oskar Loehr, Uerdingen, both in Germany.

285,358. Polyalkylene glycol ester manufacture. I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-Main, assignee of Oskar Loehr, Uerdingen, both in Germany.

285,359. Manufacture of aryl ether of polyalkylene glycols. I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-Main, assignee of Oskar Loehr, Uerdingen, both in Germany.

285,399. Glycerine manufacture. Karl Ludecke and Nelly Ludecke, co-inventors, all of Berlin-Dahlem, Germany.

285,879. Oil and Fat processing. H. Th. Bohme A.G., assignee of Heinrich Bertsch, both of Chemnitz, Saxony, Germany.

285,914. Crotonaldehyde production. Les Distilleries des Deux Sevres, Societe Anonyme, sudsitie, assignee of Henri Martin Emmanuel Guinot, both of Melle, Deux-Sevres, France.

285,921. Alcohol production. I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-Main, assignee of Oskar Loehr, Uerdingen, both in Germany.

Norman W. Campbell, retail druggist at Ottawa, has just celebrated his fiftieth anniversary in business.

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Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENTS AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905)

These Registrations are not subject to opposition

217,750, 217,751.—The Armand Co., Des Moines, Ia. (Feb. 1925.)—Toilet preparations.

252,869.—Belvedere Toilet Products Inc., St. Paul, Minn. (Sept. 1, 1925.)—Hairdressing preparations.

256,613.—Will Davis, doing business as W. Davis Prod. Co., New Orleans, La. (Apr. 1, 1927.)—Yeast cream for softening and beautifying the skin and for pimples, freckles, chapped hands and lips, and all skin diseases.

259,230.—Horace M. Carter, New York, N. Y. (June 2, 1927.)—Face and body powders, face and hand creams, skin lotions, and rouges.

261,475.—The Armand Co., Des Moines, Ia. (Nov. 1, 1927.)—Perfume.

262,004.—Vince Laboratories, Yonkers, N. Y. (Jan. 2, 1927.)—Mouth wash.

262,179.—Rice and Fishman, Newark, N. J. (May 5, 1927.)—Food-flavoring extracts.

262,328.—Purfex Mfg. Co., Philadelphia, Pa. (Nov. 1910.)—Liquid preparation for fabric cleaners, metal polish, nickel polish, hard green soap, vegetable-oil soap, and valve-grinding compound.

263,614.—George T. O'Connor, Newark, N. Y. (Jan. 16, 1928.)—Toilet preparations.

263,622.—Josef Sjostrom, Stockholm, Sweden. (Feb. 10, 1928.)—Soap, soft soap, soap powder, washing powder, scouring powder, shaving cream, and creams for the care of leather.

266,656.—Gebruder Hirsch & Co., G.m.b.H., Kunzendorf, Germany. (Apr., 1927.)—Glass bottles.

267,214.—Societe Anonyme M. Naef & Cie., Geneva, Switzerland. (Jan. 20, 1928.)—Artificial and synthetic perfumes and essential oils.

268,001.—Shields & Wyle, Inc., Jersey City, N. J. (June 5, 1928.)—Hand soap.

268,314.—Sargent Acnoid Pharmaceutical Co. Inc., East Orange, N. J. (Jan. 1, 1928.)—Ointment for local use to relieve pain and soreness, a miscible cleansing cream for the skin, ointment for local use to relieve itching, and lotion for chapped, rough, cracked and bleeding skin.

268,736.—Levi O. Kittle, doing business as Wavex Sales Co., Los Angles, Calif. (May 12, 1928.)—Finger-waving preparations.

269,602.—Phillips-Lewis Co., Inc., Richmond, Va. (Oct. 16, 1912.)—Flavoring extracts.

269,749.—Siegelman Laboratories, Inc., Los Angeles, Calif. (Jan. 1, 1926.)—Toilet preparations.

269,943.—Cheramy Inc., New York, N. Y. (Dec. 30, 1924.)—Toilet soaps.

269,944.—Cheramy, Inc., New York, N. Y. (Oct. 4, 1927.)—Toilet soaps.

270,094.—Pine Tree Products Co., Newport, N. H. (Mar. 15, 1925.)—Ointment used in the treatment of eczema, pimples, eruptions, chapped skin, cuts, burns, chafing, bruises, sunburn, piles, chilblains, bites and stings of insects, etc.

270,461.—Philippe Napoleon Boudreault, Montreal, Que. (July 1, 1927.)—Hair tonic.

270,551.—Lenthalic, Inc., New York, N. Y. (July 20, 1928.)—Perfumes, toilet water, face powder, and talcum powder.

270,700.—The R. T. French Co., Rochester, N. Y. (July 1, 1927.)—Toilet preparations.

270,849.—The Leo-Meyer Laboratories (Not Inc.), Milwaukee, Wis. (Mar., 1922.)—Hair tonic.

271,351.—Ferd. Mulhens, Inc., New York, N. Y. (Jan. 1914.)—Soaps.

271,558.—Nann, Inc., Long Island City, N. Y. (July 4, 1928.)—Toilet preparations.

272,148.—Dorothy Gray, Bloomfield, N. Y. (1915.)—Toilet preparations.

272,232.—Stern Brothers, New York, N. Y. (Jan. 9, 1928.)—Filled vanity cases containing compressed rouge and face powder.

272,284.—Theo. A. Kochs Co., Chicago, Ill. (1913.)—Liquid shampoo.

272,323.—Fannie L. Carolina, Georgetown, S. C. (June 15, 1928.)—Preparation for treating dandruff, pressing oil, and a preparation for promoting the growth of the hair.

272,356.—Shields & Wyle, Inc., Jersey City, N. J. (June 5, 1928.)—Cleanser for general household cleaning.

272,889.—Frederick F. Ingram Co., Detroit, Mich. (Under section 5b of the act of 1905 as amended in 1920. Nov. 1915.)—Shaving cream.

272,942.—Isabey-Paris, Inc., New York, N. Y. (Sept. 15, 1928.)—Toilet preparations.

272,998.—Lester H. Miles, Los Angeles, Calif. (Sept. 10, 1928.)—Reducing, bleaching, cleaning and softening creams.

273,040.—Luis de Ayestaran, New York, N. Y. (1916.)—Hair tonics and after-shaving lotions to retard the growth of the hair.

273,110.—Paul Manning, doing business as The Manning Co., West Springfield, Mass. (Nov. 1, 1922.)—Perfumes and deodorants.

273,122.—Vignes-Bombet Grocer Co., Inc., Baton Rouge, La. (Sept. 20, 1928.)—Food-flavoring extracts.

273,135.—Coffman Brothers Co., Waynesboro, Pa. (1898.)—Hand lotion.

273,551.—Lenthalic, Inc., New York, N. Y. (1873.)—Toilet preparations.

273,573.—Jacob Biondi, Baltimore, Md. (May 15, 1927.)—Preparation for growing hair.

273,637.—Luytess Pharmacal Co., St Louis, Mo. (Oct. 2, 1928.)—Dentifrice in tablet form.

273,712.—National Bellas Hess Co., Inc., New York, N. Y. (Aug. 5, 1928.)—Face creams, face oils, face lotions, skin tonics, face powders, lipsticks, eyebrow pencils.

273,729.—Walgreen Co., doing business as Valentine Laboratories, Chicago, Ill. (Aug. 25, 1928.)—Shaving cream.

273,745.—Avery W. Frost, doing business as A. W. Frost Co., Chicago, Ill. (Jan. 1, 1928.)—Face powder,

TRADE MARKS



toilet powder, tissue cream, cleansing cream, liquid rouge, nail enamel, hand lotion, and brilliantine.

273,883.—James G. Pugh, Baltimore, Md. (Oct. 4, 1928.)—Hair pomade.

273,916.—Hashemesh, Inc., New York, N. Y. (Jan. 1, 1925.)—Soaps.

274,009.—La Salle Products, Inc., doing business as D'Ciny, St. Paul, Minn. (Feb. 20, 1928.)—Face powder.

274,024.—The J. R. Watkins Co., Winona, Minn. (Jan. 11, 1894.)—Flavoring extracts.

274,056.—A. J. Krank Mfg. Co., St. Paul, Minn. (Sept. 8, 1928.)—Preparation for the eye lashes and brows.

274,264.—Florasynth Laboratories, Inc., New York, N. Y. (July, 1925.)—Imitation maple-flavor base for food flavors.

274,282, 274,283.—Prince Matchabelli Perfumery, New York, N. Y. (Nov. 3, 1926.)—Perfumes.

274,555.—D'Orsay, Perfumeries Corporation, New York, N. Y. (1915.)—Soaps.

274,577.—Soap Distributing Co., Inc., Pittsburgh, Pa. (Oct. 10, 1927.)—Soap.

274,659.—Robert G. Littles, New York, N. Y. (July 19, 1928.)—Perfume, face powders, face creams, and hair preparations for growing and dressing hair.

274,802.—Slite-O-Hand Mfg. Co., Detroit, Mich. (Aug. 15, 1928.)—Soap.

274,880.—Louis E. Le Breaux, Detroit, Mich. (July 1, 1928.)—Toilet preparations.

274,905.—The Armand Co., Des Moines, Ia. (Feb. 10, 1928.)—Face powder.

275,143.—The American Products Co., doing business as Dentex Laboratories, Cincinnati, Ohio. (July 22, 1928.)—Dentifrice.

TRADE MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations Are Not Subject to Opposition

M250,697.—Scott W. Johnson, Cincinnati, Ohio. (Serial No. 264,108. Jan. 1, 1910.)—Toilet preparations.

M250,723.—Siegelman Laboratories, Inc., Los Angeles, Calif. (Serial No. 269,748. Jan. 1, 1926.)—Toilet preparations.

M251,347.—Florence Nightingale Lewis, doing business as Elizabeth Arden, New York, N. Y. (Serial No. 271,761. Jan. 1922.)—Deodorant preparations.

M251,350.—The Palmolive-Peet Co., Chicago, Ill., now, by change of name, Colgate-Palmolive-Peet Co. (Serial No. 268,559. Jan. 1922.)—Talcum powder.

M251,353.—Minnie Lee Bradshaw, doing business as Mrs. M. L. Bradshaw, Chicago, Ill. (Serial No. 265,614. 1921.)—Preparation for the treatment of the scalp and hair.

M251,354.—North Metal & Chemical Co. Inc., York, Pa. (Serial No. 265,445. Jan. 1, 1925.)—Cleaning preparation for general household, store, and shop use.

DESIGNS PATENTED

77,243. Sachet Device. Clayton W. Knapp, Cleveland, Ohio. Filed June 11, 1928. Serial No. 27,080. Term of patent 3½ years.

77,244. Sachet Device. Clayton W. Knapp, Cleveland, Ohio. Filed June 11, 1928. Serial No. 27,081. Term of patent 3½ years.

77,316. Vanity Case. Samuel E. Guinn, Johnson City, Tenn. Filed Feb. 7, 1928. Serial No. 25,255. Term of patent 3½ years.

77,356. Vanity Tray. Fred A. Harpfer, Wheeling, W. Va., assignor to Central Glass Works, Wheeling, W. Va.,

a Corporation of West Virginia. Filed May 31, 1928. Serial No. 26,940. Term of patent 3½ years.

PATENTS GRANTED

1,694,702. Vanity Case. Benjamin Bernard Deitel, Brooklyn, N. Y. Filed July 11, 1928. Serial No. 291,809. 3 Claims. (Cl. 132—83.)

1. A container made of two parts, one of said parts comprising an open frame constituting the walls of said container, and the other part comprising a flat open frame hinged to said first mentioned frame, outwardly projecting flanges on said first mentioned frame at one of its peripheries, a cover plate conforming to the shape of said first mentioned frame and constituting the bottom of said container, a cover plate conforming to the shape of said flat open frame and constituting the top of said container, a facing extending over said cover plates and over the hinged portions of said frames, a separate channel member clamping said facing and said bottom cover plate to said flanges, and a separate channel member clamping said facing and said top cover plate to the edges of said flat open frame.

1,694,727. Vanity Case. Harrison L. Allen, Sherbrooke, Quebec, Canada, assignor to Canadian Sturdy Chain Company Limited, Sherbrooke, Canada. Filed Sept. 13, 1926. Serial No. 135,217. 4 Claims. (Cl. 132—82.)

1. In a vanity case, a powder receptacle having a top wall provided with perforations for the discharge of powder contained in said receptacle, a strap positioned beneath the perforations and provided with upwardly directed terminals supported from the top wall, a movable valve plate, and a spring confined between the central portion of the strap and the movable valve plate and normally holding the latter against the underside of the top wall in position to close the perforations.

1,694,781. Closure For Sifter-Top Cans. John M. Hothersall, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Nov. 10, 1923. Serial No. 674,064. 1 Claim. (Cl. 221—64.)

A closure for talcum powder cans, comprising a sheet metal neck part having a rounded top provided with sifter opening therein and with interrupted inclined threads bent outwardly from the cylindrical wall of said neck, an imperforate cap having a rounded top conforming with said top of the neck and rounded downward closely over the edge of the neck and thence bulged outward and then bent inward to form a securing flange close to the neck, and inwardly extending embossments on said flange adapted to engage under said threads of the neck, and a sealing disk tightly and permanently confined in the cap under the top thereof.

1,694,818. Receptacle for Powder or Rouge. Paul Marcel Guillaume, Paris, France, assignor to Bourjois, Inc., New York, N. Y., a Corporation of New York. Filed Nov. 3, 1927, Serial No. 230,857, and in France, Aug. 23, 1927. 10 Claims. (Cl. 132—83.)

1. An ultra-thin lenticular box of the type described comprising in combination, two hingedly connected box members of complementary form and a tongue carried by each of said box members and adapted to snap over the edge of its opposite box member when said box is closed.

1,694,946. Vanity Case Adapted to Separate Compacts of Contrasting Shades. Lessing L. Kole, Milwaukee, Wis. Filed Jan. 15, 1927. Serial No. 161,441. 3 Claims. (Cl. 132—83.)

1. In a vanity case of the class described, the combination of a base plate, cakes of powder or rouge of contrasting shades, and the said plate having apertures adapted to cause the compacts to adhere firmly to the plate.

1,694,959. Atomizer. Lucy Cotton Ament, New York, N. Y. Filed Sept. 15, 1927. Serial No. 219,753. 2 Claims. (Cl. 299—88.)

1. An atomizer comprising the human figure of a toe dancer standing upon the toes of one foot, the foot resting upon a hollow reservoir, said reservoir being in the form of a cushion, a vertical aspirator tube rising entirely within the leg upon which the figure stands and concealed thereby, a

horizontal delivery tube concealed within the horizontal portion of the other leg which is bent, the delivery tube terminating at the knee of the bent leg and an aperture at this point through which spray from the delivery tube may escape into the air and means cooperating with the aspirator and delivery tubes to lift liquid from the reservoir and eject the same through the delivery tube.

1,695,197. Emulsifiable Oil. David R. Merrill, Berkeley, Calif., assignor to Union Oil Company of California, Los Angeles, Calif., a Corporation of California. Filed June 14, 1923. Serial No. 645,357. 9 Claims. (Cl. 87—9.)

1. An emulsifiable oil comprising a napthenic soap, mineral oil, and a substantially anhydrous aliphatic alcohol.

1,695,287. Vanity Case. Nathan Kasdan, New York, and Daniel Pollack, Brooklyn, N. Y., assignors to Majestic Metal Specialties, Inc., New York, N. Y., a Corporation of New York. Filed Dec. 8, 1925. Serial No. 73,974. 4 Claims. (Cl. 132—83.)

1. A vanity case having in combination an apertured plate, a flange at the edge of the aperture, and a friction snap catch extending from the edge of the aperture, and a dished compact holder fitted in said aperture against said flange and held therein by said snap.

1,695,407. Lip Stick. George F. Anderson, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed July 27, 1926. Serial No. 125,247. 4 Claims. (Cl. 206—56.)

3. In a holder for cosmetics and the like, the combination of an outer casing, a rotatable tube in the casing having a longitudinal slot, a cosmetic holder in the tube and provided with a projection extending through the slot, a helix engaged by the projection for effecting a longitudinal movement of the holder in the casing, and shoulders on the helix arranged for engagement by the projection on application of pressure applied to a cosmetic carried in the holder to prevent the carrier from inward longitudinal movement during the use of the cosmetic.

1,695,447. Receptacle. Anton Zeindlhofer, Vienna, Austria, assignor to Groove Lock Co., Inc., New York, N. Y., a Corporation of New York. Filed Jan. 26, 1928. Serial No. 249,566. 9 Claims. (Cl. 732—83.)

1. A receptacle, comprising a body, a closure therefor, the body having a rim and the closure having a rib which covers said rim, and a sliding catch mounted on said rib to engage and release the rim.

1,695,625. Lip-Stick Container. Henry W. Wild, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed May 27, 1927. Serial No. 194,555. 4 Claims. (Cl. 206—56.)

3. In a holder for cosmetics and the like, the combination of an outer casing, a cosmetic holder in the casing, means for propelling the holder longitudinally in the casing to protrude and withdraw the cosmetic, and a member in the casing having sets of similarly arranged stops so that the member may be assembled in the casing either end to, said stops acting to prevent rearward movement of the cosmetic holder during use, the holder being released from the stops on the manipulation of the propelling means.

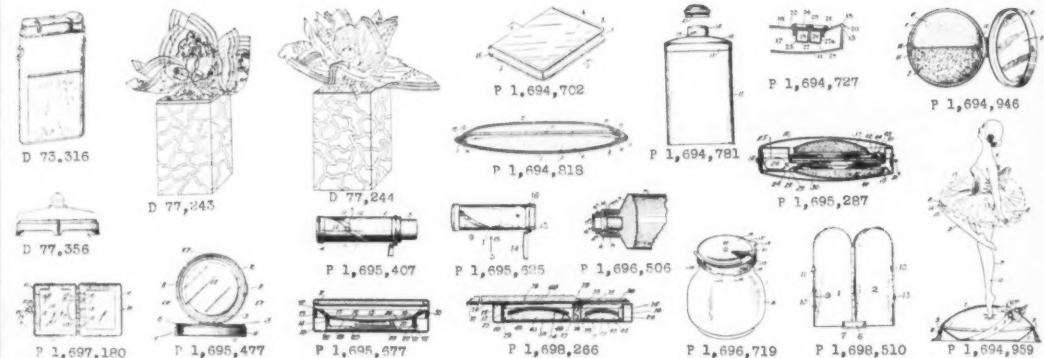
1,696,338. Process of decolorizing Vegetable Oils. Harold E. Bierce, Pasadena, Calif. Filed June 29, 1925. Serial No. 40,458. 2 Claims. (Cl. 87—12.)

1. In the process of clarifying and decolorizing refined and substantially neutral vegetable oils, the steps which comprise adding sufficient alkaline solution to such an oil to render the same slightly alkaline, and then, before removal of the alkali and products of reaction thereof, subjecting the oil to the action of an adsorbent earth.

1,695,677. Vanity Case. Edmund R. Barany, Brooklyn, N. Y. Filed Sept. 28, 1926. Serial No. 138,153. 4 Claims. (Cl. 132—83.)

1. In a vanity case, a powder compartment having a pair of superposed depressible cover plates provided with perforations normally out of registry but movable into registry by relative rotation of one plate on the other, said compartment having a side wall, depending peripheral flanges on said plates concentrically arranged with the outer flange

PATENTS



engaging said side wall, at least one of the flanges and said side wall having cooperating pin and slot formations arranged to cause one of the cover plates to move relative to the other to open the perforations when the cover plates are depressed, and spring means for pressing the plates outwardly to close the perforations.

1,696,419. Method of Producing Artificial Coffee Aroma. Hermann Staudinger, Freiburg, Germany, and Thadeus Reichstein, Zurich, Switzerland, assignors to the Firm Internationale Nahrungs- und Genussmittel Aktiengesellschaft, Schaffhausen, Germany. Filed Oct. 15, 1926. Serial No. 141,873, and in Germany Nov. 4, 1925. 15 Claims. (Cl. 99—11.)

1. A method of producing artificial coffee aroma, comprising mixing fugitive mercaptains and sulphides derived therefrom and reacting therewith upon the oxygen-containing and nitrogen-containing and other compounds present in the natural coffee aroma.

1,696,506. Closure for Collapsible Tubes. Arthur E. Smith, Los Angeles, Calif. Filed June 21, 1926. Serial No. 117,295. 7 Claims. (Cl. 221—60.)

1. The combination of a collapsible tube having a discharge end, a closure for said end, said closure being made of flexible material and having a slit therein, said closure including a skirt engaging the end portion of said tube, the transverse section of said skirt being normally elliptical in shape.

1,696,507. Foam-Producing Composition. Eric Max Alfred Sthamer, Hamburg, Germany. Filed March 29, 1928. Serial No. 265,813, and in Germany April 4, 1927. 2 Claims. (Cl. 23—11.)

1. Foam producing means consisting of a mixture of saponin and milk sugar.

1,696,719. Jar Cap. August Alexander Lundein, Lynbrook, N. Y. Filed June 9, 1927. Serial No. 197,677. 3 Claims. (Cl. 215—63.)

1. A cap for containers of the character set forth, including a neck embracing body detachably connected therewith and having an opening therethrough, a cover hingedly connected to said body for swinging movements to open and closed positions respectively, said cover having a notch and a rotary element on said cover having a notch for registry with the cover notch to permit the handle of a serving element to project there through, said rotary element being shiftable to a position to dispose its notch out of registry with the cover notch whereby to completely close the container.

1,697,180. Cosmetic Box. Frederick Goertz, South Orange, and Walter A. Goertz, East Orange, N. J., assignors to August Goertz & Co., Inc., a Corporation of New Jersey.

Filed Mar. 13, 1928. Serial No. 261,252. 3 Claims. (Cl. 132—83.)

1. In a vanity case having cooperating sections, each section having hinge knuckles respectively adapted for alternated aligned disposition when the sections are cooperatively assembled, a pintle extending through said knuckles, certain of said hinge knuckles of one section being arranged to provide recesses facing the interior of said section, a mirror disposed on the inner side of said latter section, a retaining frame to hold said mirror in place, said retaining frame having on one side projecting tongues engaged in said recesses, and interengaged male and female means connected with the opposite side of said retaining frame and said section.

1,698,266. Compact container. Theodore Kirby, New York, N. Y. Filed July 3, 1926. Serial No. 120,404. 2 Claims. (Cl. 132—83.)

1. In a powder compact container, capable of containing a plurality of compacts, in combination, a receptacle having a bottom, two ends and two sides, the upper portion of each side extending above said ends and being bent inwardly; a longitudinally positioned partition spaced from each side and attached thereto, the upper portion of each said partition being bent upwardly to form a groove; a laterally positioned partition spaced from each end and attached thereto, the upper portion of each said partition being bent inwardly at right angles, a lateral partition within said receptacle forming two compartments, a slidable cover for said receptacle slidable within said longitudinal grooves and means for releasably locking the cover from movement when it is positioned to expose either one of the compartments while the other compartment is covered.

1,698,294. Process of Extracting Oils. John W. Beckman, Oakland, Calif. Filed May 19, 1924. Serial No. 714,520. 11 Claims. (Cl. 87—6.)

1. The process of extracting oil from oil bearing animal and vegetable cellular substances which consists in macerating with water and inoculating the material with lactic-acid-producing-bacilli and then keeping the mixture at a temperature to promote the bacterial action and adding a re-agent to maintain the mixture substantially neutral as the bacterial action progresses whereupon the oil is released from the cells, then separating the oil from the treated mass.

1,698,510. Perfume-Bottle Holder. Philip A. Reutter, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed May 24, 1927. Serial No. 193,834. 3 Claims. (Cl. 215—12.)

3. In a case for holding perfume bottles and similar vials, the combination of two open ended shell sections

hinged together, a tray closing the sections, the side walls of the tray being formed with spring lugs for releasably holding a bottle, said tray being pivoted to move into either section of the case or to a position between the sections when the sections are open, and means for holding the sections closed.

Finds Oils in Arizona "Burro Weed"

Research recently completed by Prof. T. F. Buehrer, professor of chemistry at the University of Arizona, working in conjunction with M. Mason and J. A. Crowder, graduate students at the university, shows an imposing list of products which are found in and presumably obtainable from the rayless goldenrod or "burro weed" which grows in great abundance in that state. Among the products listed by Dr. Buehrer are essential and fixed oils which may be of value in perfumery and soap. The research was undertaken at the behest of a committee of stock growers in co-operation with the Tucson Farm Bureau. The weed has been found to be very dangerous to grazing stock especially during dry seasons on account of its poisonous character, and the work was originally undertaken to ascertain if there were a possible salvage value to be gained from the process of its eradication.

Confectionery Census for 1927

Confectionery valued at \$391,927,43 was produced in the United States in 1927, according to a report made by the Department of Commerce. The establishments engaged primarily in the manufacture of ice cream in 1927 reported products valued at \$301,512,431, an increase of 5.4 per cent, as compared with \$286,175,686 for 1925, the last preceding census year. The total for 1927 was made up as follows:

Ice cream, including ices and specialties, 226,733,653 gallons, valued at \$282,600,905; miscellaneous products, such as ice, confectionery, butter and bakery goods, \$18,911,526.

The production of confectionery was made up as follows: Chocolate, 375,757,849 pounds, valued at \$126,995,870; bar goods (exclusive of solid chocolate, which is a product of the chocolate and cocoa industry), 346,680,325 pounds, valued at \$72,145,583; hard candy, 223,480,707 pounds, \$35,382,440; caramels and chewing candy, 102,259,130 pounds, \$16,454,844; gum work, 83,181,461 pounds, \$10,425,881; marshmallows, 54,497,630 pounds, \$8,868,302; lozenges, 23,724,609 pounds, \$5,516,335; all other confectionery except salted nuts, \$44,936,306; not reported by kind, \$23,150,181; salted nuts, \$16,254,248. Outside the confection industry proper, \$12,743,936 worth of confectionery in addition was produced.

The value of peanuts shelled and cleaned was \$34,284,871; bleached or polished nuts, \$18,494,316, and shelled nuts, not including peanuts, \$8,065,026.

Identification of Cedrene by Oxidation

L. S. Glichitch and R. Naves. *Chimie & Industrie* Special No., 482-3 (April, 1928).—Cedrene-glycol prepared via Semmler and Hoffmann (*C. A.*, 2, 106) and by the Chiris modification thereof (*C. A.*, 19, 2726) both had a m. p. 167.5-168° (Semmler and Hoffmann reported 160°). The former method gave only about 16% of the yield of the latter; but, contrary to what Glichitch and Naves had expected on account of the 8° difference in published m. p. by the 2 methods, the prolonged heating at high temperature in the Semmler and Hoffmann method does not cause a complete isomerization of the glycol during distillation.—*Chemical Abstracts*.

Foreign Trade Mark Applications

Foreign trade-mark applications recently reported to the Washington Department of Commerce include the following: In Brazil, "Clark," to cover cosmetics and toilet preparations, by J. B. Kanitz; "Takmar," to cover cosmetics and toilet preparations, by J. B. Kanitz; "Stafix," to cover toilet preparations, by Miguel Cavalieri. In Cuba, "La Estrella Blanca," to cover fruit juices and soft drinks, by Julio Merlin; and "La Nina," "Ame-O-Tol," "Jazmin de Venecia," to cover pharmaceutical products, by Manuel Garcia y Jose Seijo; Jose Murillo, S. en C.; and Alonso y Arenas, respectively.

Trade-mark applications filed in Argentina, as reported to the Commerce Department by Commercial Attaché Alexander V. Dye, at Buenos Aires, include the following:

"Brillantes," goods in class 16 including extracts, soaps, cosmetics, etc. Applicant, Nozieres.

"Brillo," goods in class 16, including extracts, soaps, toilet articles, etc. Applicant, Nozieres.

"Kissproof," goods in class 16, including extracts, soaps, cosmetics, etc. Applicant, Ferrari.

Dr. Doran on Alcohol Diversion

"Old stuff," declared Dr. Doran. The Commissioner of Prohibition was referring not to a case of pre-Volstead Scotch, but to the \$25,000 Durant prize plan for "making the Eighteenth Amendment effective" drafted by Chester P. Mills, former New York prohibition administrator.

"Old stuff for new money," said Dr. Doran in extending his remarks. He described Major Mills' plan as an historical document, but historical only in the sense that the proposals made apply to a period in prohibition enforcement now past and gone.

The Mills plan is based on a false premise because he declares that the diversion of industrial alcohol and liquors provide the vast majority of liquor consumed today, Dr. Doran explained. He said that this condition obtained when Major Mills was in the prohibition service, but that it is a negligible problem now.

"So Major Mills, having set up industrial alcohol diversion as the principal problem, proceeds to pull a Don Quixote and fights the windmill. There is no plan here in the Mills' formula that deals with the major problem of prohibition now—the manufacture of bootleg alcohol on a large scale from corn sugar," Dr. Doran declared.

Limiting the Production of Alcohol

Limitation of the production of alcohol, which had its inception in a cooperative agreement between the producers and the Bureau of Prohibition two years ago has been given official permanence by the promulgation of Treasury Decision No. 42 by Dr. J. M. Doran, the commissioner of prohibition. On this basis annual production is restricted to anticipated requirements and quotas assigned to the several plants. Adjustments may be made later in the year if it develops that the supply is inadequate. The tentative total for 1929 is 90,000,000 gallons.

A Foreign Editor's Opinion

(*The Beauty Shop, Publication, London, England*)

We always look forward to receiving THE AMERICAN PERFUMER for the valuable information, both commercial and technical, that it contains, and we are appreciative of the information in your journal relating to the artistic presentation of perfumery and toilet goods.

Grasse Report for January

From Our Own Correspondent

GRASSE, January 7.—December is generally a bad month. At this time of the year the drawing up of the accounts and inventories brings about an unaccustomed disturbance in the offices, and general business takes second place. During the Christmas and New Year holidays people enjoy themselves, and business transactions are stopped for a time. The year closes very calm, with stocks in general reduced and prices having a very firm tendency.

Orange

Although the temperature is rather cold, it may be expected that it will not drop below those limits which may endanger the growth of the trees. The trees already show a good start, and in certain sheltered plantations already have buds and open flowers. This early blooming is harmful to the growth and to the normal flowering of the Spring.

Orange products have suffered a drop in demand. It is true that available quantities are becoming smaller and smaller. Neroli oil is becoming more and more scarce. Prices show very great firmness, and it is expected that if the demand appears, they will go up rapidly. This scarcity influences the price of the petitgrain oil, which also has been very firm for the few lots which appear on the market from time to time.

Rose

There is a keen demand for rose products, while the lots available are small. Nevertheless there is still available merchandise to supply some requirements, but the holders are only selling small lots while increasing prices at each sale. It must be admitted that this increase will continue slowly but surely up to the next crop, which is still far away, and with regard to which we cannot yet make any definite forecasts.

Jasmin

The market is still normal. The results, as far as known, of the crop have been generally satisfactory on account of the new plantations which have produced flowers this year for the first time. For the future the dark point is the important question of harvesting. This matter this year has been a very disquieting factor, and nearly all producers have experienced great difficulties in obtaining the necessary labor. The prices offered, although they are higher than those of last year, have not facilitated the recruiting of the necessary personnel, and in the majority of the large plantations where the family of the owner is not sufficiently large, it has been necessary to abandon quantities of flowers on account of shortage of labor. A considerable loss has already been experienced on account of this. In order to alleviate the difficulty, a number of solutions have been proposed, but what can be expected in this regard?

The replacement of hand labor by machine labor has been considered and a certain amount of money would have been voted by the General Council of the Alpes-Maritimes in order to organize a contest for jasmin-gathering machines. This is a question which is still very complex, because it is so difficult to gather the jasmin flowers

without spoiling them and therefore the possibility of replacing female hand labor appears still in doubt.

The price of jasmin flowers has been fixed this year at 17 francs per kilo, delivered at the plants, and does not appear to have proven fully and entirely satisfactory to the producers, and it appears certain that a further drop which, however, should not be expected, would only discourage further the cultivation of the flowers.

Lavender

The lavender market is still sufficiently active, and prices quoted are very firm. Regular purchases have taken place at the production places themselves, and if the demand continues, it is believed that stocks will hardly be sufficient to tide over until the next harvest. It has been confirmed that the crop was more deficient than was expected, and in certain regions the duration of the distillation was very short. The persistent dryness of this summer has been the cause of this deficit, and the quality of the oil has suffered from this condition. In many of the regions, the lavender flowers have not been cut, inasmuch as the price offered has not been sufficiently remunerative.

Aspic

As in the case of lavender oil, prices of this oil are very firm, in accordance with the quality.

Tuberose

Always scarce and in little demand in spite of its very distinctive features, this is a perfume which should be used more largely, although in the majority of the laboratories its role is replaced by perfumes which have only a very vague similarity to its delicate odor. This flower is being given up more and more by the perfumers; and the producers, as they do not receive any encouragement, are more or less abandoning the present cultivations.

Cassie

The crop is very small, due to the damage caused by the frosts of December, 1927. The price of this product has reached a high level and the quotations for natural products are increasing in the same proportion.

Clary Sage

This oil cannot be obtained, as the last harvest was absolutely nil and the new plantations proved a veritable fiasco. As this oil is in great demand, the little that is offered for sale is quoted at ridiculously high prices, due to speculation. There has been a very great demand for seed and plants in order to establish new plantations.

Grasse Peppermint and Geranium

The production of Grasse geranium oil is being reduced from year to year, and appears to become more and more abandoned. With regard to Grasse peppermint oil, it must give way more and more to other oils, the production of which is pushed energetically in other regions and under more favorable conditions.

Grasse geranium oil is increasing in price. With regard to peppermint oil, the stocks available are becoming scarce, and prices are becoming more firm.



Aromatic Chemicals and Derivatives

A little broader inquiry has been noted in the interval since our last review, but demand has not been as active as many had anticipated. The movement as a whole has been sufficient to hold prices generally firm, however, and without any great change. Reports of shading were still current about the trade, but this has only taken place in special instances, hence the general position has failed to be affected.

Coumarin is offering at attractive levels in the resale market, but manufacturers have been adhering very closely to their regular schedule. Vanillin is unchanged, but the undertone does not appear to be very firm.

A reasonably heavy inquiry continues to feature the market for amyl cinnamic aldehyde, and demand for this material is steadily gaining. The larger demand for this product has enabled producers to manufacture at a more reasonable figure, and it is now possible to secure material at from \$5 per pound and up.

Geraniol is in steady demand. There is less cheap material to be had, and some sellers believe that higher rather than lower prices may prevail in the future. A continued firm undertone features the market for linalool, and although prices have not shown any material change, the current firmness in raw material costs are likely to bring about higher prices.

Musks have been meeting with a fair amount of attention with domestic producers getting the bulk of the business. Importers appear to be reluctant to offer very large quantities as most of them are anxiously awaiting the outcome of the new tariff. Methyl heptenone showed an easier tendency with prices registering a decline. Safrol is firmer owing to higher raw material costs abroad.

Generally the trade has been depressed to some extent by a carry-over of finished products, but this is now well on the way of being worked off.

Vanilla Beans

Consumers in the flavoring extract trade have been confining their purchases to very small quantities, and while inquiry had been a little more active, the buying movement as a whole failed to show any material improvement. Although the fall and winter seasons are not times when there is much buying, some importers feel that an early improvement in sales volume will be witnessed this spring. There had been a little more tendency to purchase goods on contract, and some fair size orders were placed for April and May delivery.

Latest reports concerning the new crop of Mexican beans indicate that it will be of normal size, or approximately 200,000 pounds. Of this amount 14,000 pounds will consist of whole beans, and the remainder cuts. The amount of
(Continued on page 708)

Essential Oils

Trading in the essential oil market has been restricted to small quantities during the last month, but present indications point to a gradual revival in buying operations. Operations in the toilet preparation and perfume line have been affected somewhat by the holiday and inventory periods, and it is generally believed that the depression caused by a slight over-supply of finished goods is about overcome. The flavoring extract trade has not been a very active buyer, but it is believed that a number of makers are about ready to prepare for the spring season.

Price movements have been confined within very narrow limits, and the general tone has remained very steady. The citrus oils again present a rather peculiar appearance, particularly lemon. Prices have been gradually easing off, but the market has not declined as far as many had anticipated. Latest reports from the primary market state that the total output of lemon oil will probably not exceed 1,400,000 Sicilian pounds whereas last year's output amounted to approximately 1,800,000 Sicilian pounds. Price movements in orange have been narrow and quotations are still above what are usually considered normal. While it appears unreasonable to anticipate a very sharp decline in either lemon or orange, it is not improbable that prices will reach levels somewhat lower than the present. Bergamot has been quiet with prices remaining steady.

The clove oil market has been more or less irregular, but underlying conditions appear to be as strong as ever. The stability of the spice had created some competition between second hands, resulting in a slight decline, but later the market reacted on reports of a further moderate advance in raw material costs. Coriander has been quiet, and the undertone remains easy. Other spice oils have remained steady under a routine demand for moderate quantities.

A fair volume of trading continues to feature the market for floral products, but there is an absence of large quantity orders. Meanwhile shipment prices continue quite firm with indications pointing to higher prices later on. Crop reports on lavender have been very unfavorable, and such articles as rose and neroli are scarce and strong.

An easier tendency has developed in some of the domestic oils such as peppermint and wormseed. Lower prices on peppermint had been expected early in December, but the growers were not willing to unload their holdings at any lower prices. Meanwhile consumers have been well aware of the quantity of goods available and have been anxiously waiting out their market. Wormseed has been weak but late reports from the country show a slightly firmer tendency. Spearmint has held remarkably steady under a routine demand. Wormwood is very strong with little to be had at any price.

Demand for eucalyptus has improved though the movement has not been sufficient to have any influence upon prices.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS								
Almond Bitter, per lb.	\$3.25@	\$3.35	Guaiac (Wood)	2.85@		Thuya	1.75@	
S. P. A.	3.50@	3.65	Hemlock	1.30@	1.35	Thyme, red	1.00@	1.35
Sweet True85@	.90	Hops, oz.	15.50@		White	1.10@	1.50
Apricot, kernel56@	.60	Horsemint	4.25@		Valerian	10.50@	
Amber, crude40@	.45	Hyssop	24.00@		Verbena	3.75@	7.00
rectified65@	.90	Juniper Berries, rectified.	2.75@	3.00	Vetiver, Bourbon	7.00@	7.75
Ambrette, oz.	48.00@		Juniper Wood60@	.62	Java	10.00@	25.00
Amrys balsamifera	2.50@	3.00	Laurel	5.00@		East Indian	30.00@	2.00
Angelica Root seed	18.00@	21.00	Lavender, English	32.00@		Wine, heavy	1.80@	
Anise, tech.	35.00@	42.00	U. S. P. "X"	3.85@	5.00	Wintergreen, Southern	4.50@	
Lead free, U. S. P.62½@	.65	Garden50@	.55	Penn. and Conn.	8.50@	9.50
Aspic (spike) Spanish French	1.15@	.68	Lemon, Italian	4.30@	4.50	Wormseed	2.15@	2.75
Bay, Porto Rico	2.70@		Calif.	4.60@	4.75	Wormwood	35.00@	Nom.
West Indies	2.80@		Lemongrass	1.00@		Ylang-Ylang, Manila	30.00@	32.00
Balsam Tolu per oz.	4.50@		rectified	1.20@		Bourbon	11.00@	12.25
Balsam Peru	7.00@		Limes, distilled	8.75@	9.00	TERPENELESS OILS		
Basil	45.00@		expressed	25.00@	Nom.	Bay	6.00@	6.40
Bergamot, 35-36 per cent.	6.00@	6.25	Linaloe	2.75@	Nom.	Bergamot	18.00@	20.00
Birch, sweet N. C. Penn. and Conn.	1.90@	2.15	Lovage	30.00@		Clove	3.80@	
Birchtar, crude	4.00@	5.00	Mace, distilled	2.00@		Geranium	8.50@	13.50
Birchtar, rectified14@		Mandarin	11.50@		Lavender	14.00@	
Bois de Rose, Femelle	2.70@	3.00	Majororam	6.25@		Lemon	17.50@	22.50
Cade, U. S. P.30@	.35	Melissa	5.00@		Lime, Ex.	6.00@	
Cajeput, Native90@	1.20	Mirbane15@		Orange, sweet bitter	150.00@	
Calamus	3.75@	4.25	Mustard, genuine	10.00@	12.00	160.00@		
Camphor, "white" sassafrassy15@	.17	artificial	2.10@	2.30	Petitgrain	5.50@	
Cananga, Java native rectified	3.50@	3.75	Myrrh	10.00@		Rosemary	2.50@	3.75
Caraway Seed, rectified	4.00@	4.15	Myrtle	4.90@		Sage, Clary	90.00@	
Cardamon, Ceylon	35.00@		Neroli, Bigarade, pure	140.00@	175.00	Vetiver, Java	35.00@	
Cascarilla	64.00@	70.00	Petale, extra	170.00@	200.00	Ylang-Ylang	28.00@	35.00
Cassia, 80@85 per cent. rectified, U. S. P.	2.35@	2.50	Niaouli	2.50@		OLEO-RESINS		
Cedar Leaf	1.20@	1.30	Nutmeg	2.25@		Benzoin	2.50@	5.00
Cedar Wood30@	.35	Olibanum	6.50@		Capsicum, U.S.P. VIII.	4.25@	
Cedrat	4.50@		Orange, bitter	5.20@	5.75	Alcoholic	3.50@	
Celery	8.75@	10.00	sweet, W. Indian	5.45@	5.60	Ginger, U.S.P. VIII.	3.00@	
Chamomile (oz.)	3.50@	5.00	Italian	5.65@	6.00	Alcoholic	3.25@	4.60
Cherry laurel	12.00@		dist.	5.00@	5.20	Cubeb	3.25@	
Cinnamon, Ceylon	11.50@	15.00	Origanum, imitation50@	.85	Malefern	2.00@	2.50
Cinnamon, Leaf	1.75@	2.00	Orris Root, concrete, domestic	4.25@	4.75	Oak Moss	15.00@	15.50
Citronella, Ceylon Java58@	.63	foreign	5.00@	5.50	Olibanum	3.25@	
Cloves, Bourbon Zanzibar60@	.64	Orris Root, absolute (oz.)	55.00@	70.00	Orris	9.00@	20.00
Cognac	3.00@	3.10	Orris liquid	18.00@		Patchouli	18.00@	
Copaiba	2.85@	3.00	Parsley	8.25@	9.00	Pepper, Black	4.25@	
Coriander	22.00@	28.00	Patchouli	6.50@	7.00	Sandalwood	16.00@	
Croton75@	.90	Pennyroyal, American	2.10@	2.50	Vanilla	6.75@	8.75
Cubebs	10.75@	11.25	French	1.50@		DERIVATIVES AND CHEMICALS		
Cumin	1.00@	1.15	French	5.75@		Acetaldehyde 50%	2.00@	
Curacao peels	3.30@	3.50	Pimento	3.55@	3.75	Acetophenone	3.50@	4.00
Curcuma	7.50@	8.00	Pine cones	3.75@		Acetyl Iso-eugenol	9.00@	
Cypress	5.25@		Pine needle, Siberia85@	.95	Aldehyde C 8	50.00@	
Dillseed	3.00@		Pinus Sylvesteris	2.00@		C 9	80.00@	140.00
Elemi	5.15@		Pumilosis	2.95@		C 10	55.00@	82.00
Erigeron	4.25@	6.00	Rhodium, imitation	2.00@	4.50	C 11	72.00@	77.00
Estragon	1.65@		Rose, Bulgaria (oz.)	12.75@	22.00	C 12	75.00@	105.00
Eucalyptus, Aus. (U. S. P.)	2.35@		Rosemary, French80@		C 14	15.00@	35.00
Fennel, Sweet	38.00@		Spanish55@		C 16	15.00@	40.00
Galbanum65@	.70	Rue	3.60@	3.90	Amyl Acetate85@	1.00
Galangal90@	.95	Sage	3.75@		Amyl Butyrate	1.75@	1.80
Geranium, Rose, Algerian Bourbon	26.00@		Sage, Clary	96.00@		Amyl Cinnamate	2.50@	
Spanish	16.00@		Sandalwood, East India	7.75@	8.00	Amyl Cinnamic Aldehyde	5.00@	10.00
Turkish (Palma rosa)	3.50@	4.00	Sassafras, natural	1.00@	1.25	Amyl Formate	1.70@	2.00
Ginger	6.00@	6.25	artificial35@	1.10	Amyl Phenyl Acet.	5.00@	5.75
Gingergrass	3.20@		Savin, French	1.90@	2.20	Amyl Salicylate, dom.	1.15@	1.45
			Snake Root	11.50@	13.00	foreign	1.65@	
			Spearmint	4.75@	5.00	Amyl Valerate	1.75@	
			Spruce	1.25@	1.30	Anethol	1.40@	1.50
			Styrax	12.00@		Anisic Aldehyde, dom.	3.40@	
			Tansy	4.25@	4.75	Benzaldehyde, U.S.P.	1.45@	
					F. F. C.	1.55@	1.90	
					Benzylidenacetone	2.50@	4.00	
					Benzophenone	3.00@	5.50	

notice)

1.75@
1.00@ 1.35
1.10@ 1.50
10.50@
3.75@ 7.00
7.00@ 7.75
10.00@ 25.00
30.00@
1.80@ 2.00
4.50@
8.50@ 9.50
2.15@ 2.75
35.00@ Nom.
30.00@ 32.00
11.00@ 12.25

OILS
6.00@ 6.48
18.00@ 20.00
3.80@
8.50@ 13.50
14.00@
17.50@ 22.50
60.00@
50.00@
60.00@
5.50@
2.50@ 3.75
90.00@
35.00@
28.00@ 35.00

S
2.50@ 5.00
4.25@
3.50@
3.00@
3.25@ 4.60
3.25@
2.00@ 2.50
15.00@ 15.50
3.25@
9.00@ 20.00
18.00@
4.25@
16.00@
6.75@ 8.75

HEMICALS

2.00@
3.50@ 4.00
9.00@
50.00@
80.00@ 40.00
55.00@ 82.00
72.00@ 77.00
75.00@ 105.00
15.00@ 35.00
15.00@ 40.00
.85@ 1.00
1.75@ 1.80
2.50@
5.00@ 10.00
1.70@ 2.00
5.00@ 5.75
1.15@ 1.45
1.65@
3.00@ 3.50
1.40@ 1.50
3.40@ 4.35
4.00@ 4.35
1.45@ 1.90
1.55@ 1.90
2.50@ 4.00
3.00@ 5.50

Benzyl Acetate, dom.	1.15@	Musk Ambrette	6.50@	8.00	Orris Root, Verona	.18@	.20
foreign	1.35@	2.35	Ketone	7.50@	9.50	powdered	.20@ .25
Benzyl Alcohol	1.25@	2.25	Xylene	2.40@	2.75	Patchouli leaves	.25@ .90
Benzyl Benzoate	1.30@	2.35	Nerolin	1.50@	1.75	Peach Kernel Meal	.35@
Benzyl Butyrate	5.50@	6.25	Nonyl Acetate	48.00@	52.00	Reseda flowers, powd.	1.50@
Benzyl Cinnamate	9.00@	9.50	Nonyl Alcohol	40.00@	52.00	Rhubarb Root, Shensi, Nominal	
Benzyl Formate	3.35@	3.60	Octyl Acetate	32.00@		High Dried	.45@ .50
Benzyl Iso-eugenol	18.00@	27.00	Octyl Alcohol	32.00@		Powdered	.55@ .75
Benzyl Propionate	4.50@	6.00	Paracresol Methyl Ether	7.00@	8.00	Rice Starch	.12@ .15
Benzyl Succinate	5.50@		Paracresyl Acetate	5.75@		Rose leaves, red	2.00@
Borneol	2.90@	3.50	Phenylacetalddehyde 50%	5.50@	7.00	pale	.50@
Bornyl Acetate	3.30@	3.80	imported	5.50@	8.00	Rose water, gal.	1.25@
Bromistol	4.75@	5.00	100%	9.00@	11.00	Sandalwood chips	.45@ .50
Butyl Acetate	.60@		Phenylacetic Acid	3.00@	4.00	Saponin	1.60@
Butyl Propionate	2.00@		Phenylethyl Acetate	9.00@	13.00	Styrax	.40@ 3.35
Butyl Butyrate	2.00@		Phenylethyl Butyrate	16.00@	20.00	Talc, domestic (ton)	18.00@ 33.00
Butyraldehyde	12.00@		Phenylethyl Formate	18.00@		French	40.00@ 45.00
Carvone	.50@		Phenylethyl Propionate	18.00@		Italian	50.00@ 55.00
Carvol	4.00@	6.00	Phenylethyl Valerate	20.00@		Zinc Stearate	.26@ .30
Cinnamic Acid	4.00@		Phenylethyl Alcohol, dom.	4.75@	5.50	BEANS	
Cinnamic Alcohol	3.75@	4.25	imported	5.25@	6.00	Tonka Beans, Para	1.10@ 1.35
Cinnamic Aldehyde	2.75@	4.25	Phenylpropyl Alcohol	16.00@		Angostura	2.15@ 2.40
Citral C. P.	2.75@	3.00	Phenylpropyl Aldehyde	12.00@		Vanilla Beans	
Citronellal	3.30@	3.50	Rhodinol, dom.	6.50@	15.00	Mexican, whole	3.20@ 5.50
Citronellal, dom.	4.25@	5.00	foreign	9.50@	16.50	Mexican, cut	2.65@ 2.75
foreign	5.00@	6.00	Safrol, C. P. (oz.)	9.00@	10.00	Bourbon, whole	1.65@ 2.25
Citronellyl Acetate	12.00@		Styralyl Acetate	20.00@		Bourbon, cut	1.55@ 2.50@ 3.00
Coumarin, dom.	4.00@		Styralyl Alcohol	20.00@		South American	
foreign	4.00@		Terpineol, C. P. dom.	.38@	.40	TINCTURES	
Cuminic Aldehyde	62.00@		imported	.53@	.60	Ambergris	18.00@ 24.00
Decyl Acetate	28.00@		Terpenyl Acetate	1.00@	1.15	Benzoin	1.75@
Decyl Alcohol	28.00@		Thymene	.30@		Civet	2.50@ 4.00
Dibutylphthalate	.30@	.36	Thymol	2.75@	3.00	Musk, nat	30.00@ 32.00
Diethylphthalate	.32@	.37	Vanillin	6.80@	7.15	Orris root	2.00@
Dimethylphthalate	.65@		Violet Ketone Alpha	5.00@	10.00	Balsam Tolu	1.50@
Diphenylmethane	1.75@	2.45	Beta	5.50@	8.00	Vanilla	2.50@ 3.00
Diphenyloxide	1.00@		Yara Yara	1.50@	1.75	SUNDRIES	
Ethyl Acetate	.50@	.55	Alcohol, Cologne, spirits, gal.	2.67@	2.80	Ambrette	18.00@
Ethyl Benzoate	1.80@		Almond Meal	.25@	.40	Castoreum	28.00@
Ethyl Butyrate	2.00@		Ambergris, black (oz.)	Nom.	Cypre	13.00@	
Ethyl Cinnamate	3.50@		gray (oz.)	39.00	Civet	80.00@	
Ethyl Formate	1.30@		Balsam Copaiba, S. A.	.36@	Galbanum	2.75@	
Ethyl Propionate	2.00@	2.65	Para	.33@	Labdanum	6.00@	
Ethyl Salicylate	2.35@	2.75	Balsam Peru	1.85@	Myrrh	5.50@	
Ethyl Vanillin	20.00@		Tolu	1.15@	Oak Moss	7.00@	
Eucalyptol	1.15@	1.25	Baudruche skins, (gross)	18.00@	Olibanum	16.00@	
Eugenol	3.00@	3.15	Beaver Castor	8.00@	Opopanax	6.00@	
foreign	2.90@	3.30	Cardamon Seed, green	1.50@	Orris Root	12.00@	
Geraniol, dom.	1.50@	6.00	decor	1.75@	Patchouli	8.50@	
foreign	2.15@	4.00	Chalk, precipitated	.03 1/2 @ .06 1/2	Peru balsam	6.75@	
Geranyl Acetate	3.15@	4.25	Cherry laurel water, (gal.)	1.25@	Sandalwood	10.50@	
Geranyl Butyrate	10.50@	12.00	Civet horns (oz.)	2.75@	Styrax	2.75@	
Geranyl Formate	7.00@	11.00	Guarana	3.25@	Tolu balsam	3.50@	
Heliotropin, dom.	1.80@	2.00	Gum Benzoin Siam	1.50@	Vetiver	11.00@	
foreign	2.10@	2.35	Sumatra	.50@	CERTIFIED FOOD COLORS		
Hydroxycitronellal	6.00@	10.00	Gum Galbanum	1.35@	Amaranth	3.50@ 4.00	
Indol, C. P. (oz.)	3.10@	5.50	Gum Myrrh	.65@	Orange II	3.50@ 4.00	
Iso-borneol	2.30@		Kaolin	.03@	Tartrazine	3.50@ 4.00	
Iso-bornyl Acetate	3.25@		Labdanum	.60@	Ponceau 3R	6.00@ 7.50	
Iso-butyl Benzoate	4.00@		Lanolin hydrus	.18@	Indigo	15.00@	
Iso-butyl Salicylate	3.00@	6.00	anhydrous	.20@	Erythrosine	20.00@	
Iso-eugenol, dom.	4.00@		Menthyl Jap.	6.80@	Guinea Green B.	15.00@	
foreign	4.50@	5.00	synthetic	3.25@	Light Green S.F.	25.00@	
Iso-safrol	1.75@	4.50	Musk, Cabs, pods. (oz.)	Nominal	Fast Green F.C.F.	30.00@	
Linalool	3.25@	4.50	grains (oz.)	Nominal	Yellow A.B.	3.50@	
Linalyl Acetate 90%	4.50@	6.00	Tonquin, gr. (oz.)	35.00@	Yellow O.B.	3.50@	
Linalyl Benzoate	10.50@		pods (oz.)	25.00@	Naphthol Yellow S.	8.00@	
Methyl Acetophenone	3.50@	3.75	Olibanum, tears	.19@	OIL SOLUBLE COLORS		
Methyl Anthranilate	2.50@	3.00	siftings	.15@	Alcannin	5.00@	
foreign	3.75@		Orange flowers	.40@	Black	3.00@	
Methyl Benzoate	1.85@	2.25	Orange flower water	1.00	Blue	5.00@	
Methyl Cinnamate	3.90@	4.35	(gal.)	1.50@	Brown	4.00@ 5.00	
Methyl Eugenol	7.25@	9.00	Orris Root, Florentine	.25@	Green	6.00@	
Methyl Heptenone	6.50@	8.00	powdered	.28@	Red	3.50@ 6.00	
Methyl Heptine Carb.	20.00@	36.00		.40	Yellow	3.50@	
Methyl Iso-eugenol	9.00@	13.00					
Methyl Octine Carb.	24.00@	32.00					
Methyl Paracresol	6.75@	7.50					
Methyl Phenylacetate	4.65@	6.00					
Methyl Salicylate	.42@	.50					

Vanilla Beans

(Continued from page 705)

beans carried over from last year is expected to reach 46,000 pounds, 6,000 pounds consisting of cut beans, and 40,000 of whole. The harvesting of the crop had been delayed somewhat by unfavorable weather conditions, and new crop goods are not expected to arrive here before the latter part of February or March. Unless some unforeseen event should take place, it is generally felt that supplies will prove to be more than ample to take care of the consuming trade's requirements throughout the coming season.

No immediate change in the general situation can be seen at the present time, but there are some factors who continue to point out that the current low level of prices will eventually lead to a curtailed output.

Sundries

The feature of the month has been the reaction in menthol. There had been a rather sharp downward tendency in the market during the early part of the month, but an increased demand here resulted in a gradual reaction in prices. Stocks have been materially reduced and a fair portion of recent arrivals had gone almost directly into consumption.

Balsam copaiba continues on the easy side. Gum myrrh is offering a little more freely with only a quiet demand reported. All grades of orris root continue firm with only limited quantities offering on spot. Tonka beans are quiet, with the majority of consumers anxiously awaiting new crop developments.

Messina's Exports of Citrus Oils

Not only has the lemon crop been smaller this year than last, but also more fruit than usual is said to have been processed for essential oils and calcium citrate. Essential oil sales experienced a slight resumption of activity, especially lemon oil. Sales during the first eight months of 1928 have reduced stocks of lemon oil to 170,000 pounds, of orange oil to between 15,000 and 20,000 pounds and of bergamot oil to about 125,000 pounds, Vice-Counsul Alexander P. Cruger, Messina, Italy, reports.

In connection with citrus oils, it is of interest to note that imports of these oils into the United States for the first nine months of 1927, contrasted with the same period of 1928, were as follows:

	Lemon		Orange		Bergamot	
	Pounds	Value	Pounds	Value	Pounds	Value
1927....	321,000	\$596,000	15,000	\$375,000	88,000	\$534,000
1928....	436,000	915,000	139,000	498,000	85,000	430,000

Tin Supply Is Practically Unlimited

Ormsby-Gore, Under-Secretary of State for the British Colonies, in a recent discussion of the tin situation in the Federated Malay States, remarked that he was told by one authority that "at the present rate of production Malaya was good for at least another 200 years of tin mining." The *Metal Bulletin* comments that while this may be a long shot it is certainly nearer the mark than inferences put forth in some quarters regarding the possible early exhaustion of the world's reserves.

Peru Exempts Perfumed Soap from Luxury Tax

A Peruvian decree of October 13, 1928, exempts perfumed soaps from the luxury surtax of 10 per cent ad valorem, imposed on "Articles of perfumery" under Law No. 4480, states a report from Commercial Attaché O. C. Townsend, Lima.

New Irish Rose's Perfume Wins Prize

(Special Correspondence)

LONDON, Jan. 10—A new rose, possessing a new perfume with great possibilities, has just been shown publicly for the first time here. It is bronze in color, but is not a beautiful bloom compared with other roses. Nevertheless, it was the center of attraction at the autumn show of the National Rose Society of Great Britain, which has just been held at the Royal Horticultural Hall.

The rose is called the "Portadown Fragrance," and it won the Clay Challenge Vase, valued at 100 guineas, for the best new scented seedling rose of the year. It is no freak, but a genuine production, according to its growers, Samuel McGreedy & Sons.

"It has taken eleven years to produce this new rose," said Mr. McGreedy in an interview. "It may not be much to look at, but it has a most wonderful perfume. What is the fragrance? That is the mystery. Most of the expert rose growers describe the perfume as a mixture of tea rose and verbena. Others say it has the tang of the lemon."

"I cannot enlighten them. So far chemical experts both in London and Paris have been baffled. They realize the rose's wonderful possibilities, for its perfume is so penetrable and lasting, but that is as far as they can get at present. Women are charmed with the perfume."

According to J. C. Thornton, another prominent grower, a rose cannot be brightly colored and have a wonderful fragrance as well. Growers have been specializing on color and bright blooms in recent years, but this year there is a preference for scent. Both qualities can be produced nowadays, but it is difficult to blend them.

American Perfumes Winning Popularity in Egypt

American perfumes are winning popularity in Egypt. States a report from Consul H. Winship, at Cairo, received in the Department of Commerce.

The general attitude towards American goods is entirely favorable, in spite of the fact that frequently much higher prices are asked for them than for similar European products. The leading position attained by French perfumes and cosmetics may be attributed, it is thought in Cairo, largely to their low prices, but the special favor and popularity enjoyed by French toilet preparations naturally constitutes an important factor.

Toilet preparations should find an advancing market in Egypt, it is believed. The market is almost entirely urban since toilet luxuries and similar articles have scarcely become known to the people in the villages and rural districts.

Over three-fourths of the total imports of perfumery into Egypt are credited to France, with Great Britain next in importance. Less than 5 per cent originates in the United States, but importations of American products have experienced slight though consistent increases during the last six years. It may be said, also, that these increases are relatively greater than those of the total importations, which fact signifies a growing favor for the American product.

Last year Egypt's purchases of American perfumes and cosmetics were valued at 6,541 Egyptian pounds or about \$33,000, compared with 5,904 pounds in 1926, 5,446 pounds in 1925, 5,271 pounds in 1924, 3,633 pounds in 1923 and 3,583 pounds in 1922.

Imports from France totaled 109,373 Egyptian pounds in 1927, compared with 97,753 pounds in 1926; from Britain 15,529 Egyptian pounds compared with 13,546; from Germany 8,241 pounds compared with 4,976.

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Russian Soapmakers Confer on Fats Problem (Special Correspondence)

A conference of Russian soap manufacturers and representatives of various chemical organizations was held at Moscow recently to discuss the problem of providing the necessary quantities of fatty materials for the soap industry. Mr. Kobylinski pointed out that all the single measures taken to increase the quantity of fats for the soap industry had been no more than palliatives. The only radical measure for abstracting the industry from its difficulty is, in his opinion, a quick change-over to the use of synthetic fats, on which work is being carried out in Western Europe and America. The problem, however, has not yet been solved. The possibility of obtaining fats from other sources was dealt with by another speaker, who pointed out in particular that the production of fat from marine animals might be doubled by the adoption of certain measures.

The representative of the Glavkhim (Chief Chemical Board) said that the immediate replacement of vegetable fats by any kinds of substitutes (mineral oil, for example) would not be possible. The chief way out of the difficulty, he suggested, would be an increased production of vegetable raw materials. As secondary sources, a bigger production of white resin and the manufacture of synthetic fats from petroleum were possible, he declared.

Mr. Filippovitch, of the Kharpov Chemical Institute, described the situation of the Soviet resin industry, and said that at the end of five years the production would reach 51,000 tons, while the soap and paper industries at that time would not require more than 45,000 tons at most.

Having regard to the great importance of scientific investigations into possible new sources of raw material for the industry, it was decided by the conference to ask the Soviet Supreme Economic Council to create a special fund for this purpose by a levy on the industry. The Glavkhim was asked to prepare within two months a program for the fats industry for the year 1929 so that measures could be taken in time for contracting for sowings of raw materials for the industry's use.

Levers Norwegian Branch to Increase Capital

(Special Correspondence)

At an extraordinary meeting of the Denofs Company recently in Oslo a resolution was adopted cancelling an earlier decision to write down the capital from 10,000,000 kroner (about \$3,250,000) to 8,000,000 kroner (about \$2,200,000). This undertaking is controlled by Lever Bros. and Messrs. Lilleborg. The meeting further adopted a proposal to issue new capital to the amount of 3,000,000 kroner (about \$840,000). The expansion represented by these two decisions was declared to be justified by the great margin of profit, about 25 per cent of the present capital, reported by the company on its working during 1928.

The "Castile" Decision

(An Editorial)

While technical grounds for the recent decision of the Federal Trade Commission in the Castile soap case against James S. Kirk & Co., and other firms may exist, there is a feeling among the soap manufacturers that such drastic action is too decisive and too sweeping when the situation in the soap industry today is fully considered. A more moderate and middle ground course in a case involving so much as this, it is felt, would have been more equitable to all concerned. As the decision now stands, it will merely spur the losing side on to a further appeal from the commission's ruling and lead to further litigation in the courts before the question of what constitutes "Castile Soap" is finally decided.

The point at issue and the decision rendered do not deal with a new problem as far as the questions of deception and imitation are concerned. Parallel cases have already been decided in the administration of the Federal Food & Drugs Act. As a concrete example of the method which has hitherto prevailed in handling cases of similar nature, we may cite decisions on vanilla extract.

The true vanilla flavor is derived from vanilla beans just as a pure olive oil or olive Castile soap is made entirely from olive oil. In the case of vanilla flavor, it is held possible by many to improve and strengthen the vanilla bean extract with such products as vanillin, coumarin and heliotropin. These synthetics are not only cheaper than vanilla beans but are held to be more satisfactory for certain purposes. If the full intent and purpose of the Federal Trade Commission's ruling on Castile soap were to be carried out in vanilla extracts, it would be impossible to use the word "vanilla" in any way on an extract unless it were made wholly from true vanilla beans. The Food, Drug and Insecticide Administration, however, has adopted a more lenient and it is felt, a fairer view of the matter. They have determined the flavoring strength of the synthetics in terms of true vanilla and have expressed it in definite terms. If the flavor strength is at least 50 per cent of the true vanilla bean, the product may be labeled "Compound Vanilla and Vanillin." If it be less than 50 per cent of the true the label, "Imitation Vanilla Extract" may be used.

In the case of Castile soap, no one will contend that for all purposes a pure olive oil soap is the best that may be made. Soaps compounded with the use of tallow and coconut oil may make a much more satisfactory soap for many purposes. Carrying through the spirit of the vanilla extract rulings it would seem that some such conciliatory attitude might have been adopted by the commission, especially in view of the large losses which will be incurred by many soap makers if the recent decision is upheld by higher authorities.

Recognition of the pharmacopoeial definition of Castile soap might still be had and the soap manufacturers allowed some leeway in labeling pure products not strictly of olive oil origin if soaps of pure quality not strictly olive oil soaps were allowed to use some modification of the "Castile" designation.

The use of a tallow—coconut oil—olive oil soap as against a pure olive oil Castile soap upon even the delicate skin of a baby is still an open question insofar as the action of the soap upon the skin is concerned. Has not the commission bent over backward in its respect for the pharmacopoeia in this case?

We do not intend to defend misbranding or imitation of any product. They are evils which must be eliminated from the soap business as well as from all other lines of trade. We can, however, see no harm in allowing the use of the word "Castile" in conjunction with other words to designate soaps not strictly of olive oil origin, reserving the use of the word "Castile" standing by itself for the soap which complies with the pharmacopoeial requirements. And we would strongly urge the soap manufacturers themselves to rectify the situation which has brought them into conflict with the Federal Trade Commission in this matter. Certainly a thoroughly clean house will not need the intervention of governmental brooms, and if sweeping is not desirable, there should be no dust to catch the eye of the investigator.

As for the methods of the Federal Trade Commission in trying this case, we feel that the least said about them the better. Let us hope that cases involving scientific definitions and commercial practices in the future be made less the subject of unnecessary and indiscriminate spending for evidence, which could be better and much more cheaply secured closer to the Trade Commission's headquarters in Washington. The proceeding in the Kirk case reflect less credit on the Commission's final decision, than the ruling deserves.

The opinions expressed herein are indeed moderate when compared with the tone of some editorial comments on this decision. Under the title "Soap and Silliness," our neighbor, the New York *Sun* makes the following pertinent comments:

"What is castile soap? Would you like to journey to Spokane at the expense of the United States Government to give your definition of castile as applied to soap? The Federal Trade Commission examined more than a thousand witnesses from all walks of life as to whether the use of the word castile when attached to a soap not made exclusively of olive oil has a tendency to deceive the public.

"In the official record of its investigation of a complaint against one soap maker the Federal Trade Commission now exhibits the absurdity of its methods. A report signed by a majority of the commissioners finds that the word castile may be used only to describe a soap made wholly of olive oil. To reach this conclusion the attorneys for the commission and its trial examiner traveled throughout the country for the purpose of taking the testimony of persons having no qualifications as experts. Seven hundred individuals were subpoenaed to testify in Spokane.

* * * *

"The decision of the commission was contrary to the finding of its examiner, who said that for seventy years the American public has understood castile soap to mean just what Webster's Dictionary says it means.

There the definition is: 'A kind of fine, hard, white, or mottled soap, made from olive oil, sometimes with added coconut oil; also any soap imitating it.'

"One of the soaps barred by the Federal Trade Commission was found by it to contain 90 per cent olive oil and 10 per cent coconut or other oils. Commissioner Humphrey asserted that the case was a contest between foreign and domestic manufacturers, and the ruling if sustained would be a great blow to domestic industry. Chairman Abram F. Myers explained his vote in a memorandum in which he admitted that it was hard to see which was the greater offender, the commission or the soap maker, in the amount of unnecessary proof taken. He said Commissioner Humphrey's strictures were directed to the methods of the commission under a previous chief counsel. The present chief counsel had done much to remedy the conditions causing the complaint.

"Including \$50,000 for the salaries of the five commissioners the Federal Trade Commission costs the taxpayers \$1,290,000 a year. The commissioners spend \$11,300 for Pullman car fares and \$1,471 in tips to porters as they go about the country collecting poppycock which in the guise of business statistics is printed at public expense. When the Palm Beach season is at its height the commissioners may subpoena the patrons of Bradley's to ask them what a parallelogram is."

Ordinarily, we do not favor the multiplication of litigation, but in this instance, we hope that the Commission's findings will be reviewed by a more competent authority.

Oil of Lemon Seed

Francesco Occhipinti. *Atti congresso naz. chim. pur applicata* 2, 945-50 (1926).—The oil extracted from the seeds of *Citrus limonum* has an amber-yellow color somewhat obscured by a greenish fluorescence. It is soluble in the common fat solvents and responds to the color reactions of Heidenreich, Bach, Hauchecorne and Brullé. O. obtained the following principal physical and chemical constants: $d_{40}^{20} 0.922$; congealing point—6°; $n_{D}^{20} 1.4708$; acid number 21.1; I no. 173.5; drying property 5%. The solid fatty acids which were separated by a modification of Varentrapp's method melted at 55.5-56°, had an acid number of 221.7 and a mean molecular weight of 263.8. The liquid fatty acids had an iodine number of 134.3, an acid number of 199.4 and a mean molecular weight of 181.3.—*Chemical Abstracts*.

Bleaching Soap Powder

(English Patent 288654, V. 4, X. 1928. Lever Bros., Ltd. and R. Thomas.) A washing and bleaching powder is prepared which exerts its bleaching action in the presence of water of ordinary temperature, by mixing soap flakes, soap powder, or scraps of soap, in varying quantities with a double compound of trisodium phosphate and sodium hypochlorite, with or without soda, to the customary soap powder ingredients. This double combination keeps well for at least several months if placed in dry storage, even in the presence of the organic substance of the soap.—*Journal Society of Chemical Industry*.

Readers of the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade Marks and Washington and Foreign Correspondence.

Uses of Soap in the Leather Industry

*Large Possibilities for Enterprising Manufacturers
in Little Exploited Field Described*

by Paul I. Smith

THE leather industry opens up wide possibilities to the enterprising soap manufacturer, providing that he understands the market and appreciates the special requirements of his customers. The object of the present article is to describe those processes of leather manufacture in which soap is utilized, and further, delineate the kinds of soap necessary for individual operations.

Most of the standard works dealing with the art of leather manufacture state that the introduction of soap into the industry dates back only a few years. This view is entirely erroneous. In South America the Mexican Indians have prepared for centuries a very beautiful leather by treating raw skins with a mixture of soap and neat'sfoot oil.

The most important application of soap in the leather industry relies upon its characteristic emulsifying property. Thus soap is used to stabilize oil and water emulsions, or "fat-liquors" as they are known technically.

In the manufacture of all classes of boot and shoe uppers and glove leathers, such as box and willow calf, glace kid, wax calf, white washable leather and Napa sheep, certain fat liquors are required to lubricate the fibers and impart to the leather that fullness, suppleness and softness for which the above varieties are justly famed. It should be stated that from a purely scientific standpoint the mechanism of "fat-liquoring" is by no means understood, although it is realized that the process is of vital importance.

Before attempting to discuss the preparation and application of "fat-liquors," the author intends to consider, as briefly as possible, the constitution and formation of emulsions generally. An emulsion may be said to consist of small droplets of one liquid dispersed in another. This condition may easily be brought about by violent shaking, as in the case of an oil and water emulsion. It is, however, a well known fact that emulsions consisting of just two phases are not stable, as the constituents separate out after a short time. To increase the stability of these emulsions various substances are added, such as gelatine, gum arabic, casein, dextrin and soap.

The question may naturally be asked:

"How do relatively small amounts of these foreign substances stabilize emulsions?"

To answer this query various ingenious theories have been evolved. Perhaps the best known hypothesis of emulsion formation is due to Pickering and Bancroft. These physicists state that the essential factor in emulsification is the formation of a solid film around individual droplets, which prevents them from coalescing and the emulsion breaking down. The particles of the emulsifier differ appreciably in size, but it may be taken that the smaller the size of these particles the more stable the emulsion.

In opposition to the film theory is the hydration hypothesis

of Martin Fischer. Fischer affirms that in the case of a soap and oil emulsion the soap is a hydrophilic colloid, which with water forms a colloid hydrate. It is in this medium that the oil is dispersed and not water. Recent work by Holmes and Child support the general conclusions reached by Fischer.

Although the two theories enunciated above appear to have little in common, they are stated to be reconcilable, and it appears extremely probable that the true explanation of emulsion formation will embrace both the interfacial film theory of Bancroft and Pickering and the hydration theory of Fischer.

It has already been mentioned that there are many efficient emulsifiers; the majority of these, however, are unsuitable for inclusion in "fat" liquors—owing to the fact that they make the leather stiff and hard when it is dried and finished. The great value of soap in this instance is that it achieves the desired result, namely, emulsification of the oil and water, but has no injurious effect on the leather, providing the proper kind of soap is used.

"Fat-liquors" are used to the greatest extent in the production of chrome leathers, such as box and willow calf, etc. A word of explanation is now due. Chrome leathers are produced, as the name indicates, by means of chromium salts. The tannage in this case is said to be a mineral one, in distinction to the ordinary vegetable tannage in which natural barks, leaves and nuts are utilized.

Chrome tanned calfskins after dyeing and sometimes before, are processed in a dilute emulsion consisting of oil, soap and water. The operation is conducted in a slowly revolving wooden drum at a temperature of 48°C. Most leathers are worked for one hour, or until all the fatty matters have been absorbed.

The preparation of the fat liquor is a difficult and laborious operation. Most manufacturers have a special emulsifying machine installed to ensure that the mixture is thoroughly disintegrated. A common type consists of a large steel or copper jacketed pan fitted with a large stirring mechanism of blades or vanes on a vertical shaft, propeller like. On starting the machine a vigorous agitating action commences, which is accentuated by the holes drilled in the metal blades.

Steam can be circulated round the pan and the mixture thus kept at a set temperature. There are various machines of the centrifugal pattern on the market which give really excellent results; unfortunately space does not permit the author to describe them.

The following is a typical "fat-liquor" recipe for calf skins intended for willow and box:

Seven pounds of neat'sfoot oil are heated to 160°F. and three pounds of good potash soap dissolved in the least quantity of hot water added and the whole stirred well in the emulsifier. After allowing the oil and soap mixture to cool down to 100°F. seven pounds of sulphonated oil e.g.,



Turkey red oil, are added and the whole mixed for some hours. Four pounds of the above mixture dissolved in twelve gallons of hot or boiling water will "fat-liquor" one hundred pounds of leather.

In the manufacture of white washable leather intended for gloves, larger quantities of soap are used. For ten dozen sheepskins tanned with formaldehyde according to Payne and Pullman's original recipe, the constituency of a suitable "fat-liquor" would be as follows:

10 pounds flour; 10 pounds china clay;
12 pounds best curd soap; 30 egg yolks.

The flour and clay are first made up into a paste with cold water, the soap dissolved in the minimum amount of boiling water is then added. When the liquor has cooled down to 120°F. the eggs are added and the whole mixed until an even emulsion has been obtained. The above quantities will make twenty gallons of liquor. China clay is used to whiten the leather; it has no feeding action. After "fat-liquoring" the leather is dried out, softened by machine, i. e. "staked," and finally "wheeled" or "emeried," when it may be regarded as finished and ready for sale.

Soaps suitable for use in "fat-liquors" must be neutral or only faintly alkaline, contain a relatively large percentage of fatty acids or anhydrides and be free from all "fillers" such as gelatine, etc. They must dissolve in water to form good lathers.

Potash and soda soaps are both used in the leather industry for "fat-liquoring." Most tanners, however, prefer the soft soaps, as they have a much lower melting point than the hard soda soaps. It has been found, as the result of a considerable experience, that soaps having a high melting point are liable to crystallize out in the dry and finished leather in the form of white specks or crystals. If soda soaps are used they should contain no hard stearic acids, as these have a tendency to separate out in the pores of the leather when made up into boot and shoe uppers.

Technologists state that soaps for use in the preparation of "fat-liquors" should be made by the cold saponification process, and in fact tanners are frequently advised to make their own soaps by this method. One of the great advantages from the tanner's point of view, is that soap made by the cold process contains appreciable quantities of glycerine, which on account of its peculiar hygroscopic properties has a beneficial action on the leather.

Soaps containing rosin oils or their fatty acids should not be used. The free fatty acids of rosin oils are most objectionable from the leather manufacturer's standpoint, as they soon oxidize and become resinous, thus imparting a "tacky" or "gummy" feeling to the leather. Saponified rosin oils are exceptionally poor soaps and have very little emulsifying power.

The presence of "fillers" in soaps is liable to cause trouble during the process of finishing leathers. Mineral salts and adulterants such as moss, gelatine, etc. are distinctly objectionable.

Really good quality soaps, such as pure olive and castor oil soaps, are always in steady demand by tanners.

The following analysis represents the requirements of a good olive oil soap intended for the leather industry:

Fatty Acids 70.5%	Soda, NaO existing as Soap. 8.0%	
Free Alkali 0.3%	Inorganic Impurities 1.4%	Water. 19.8%

In using castor oil and olive oil soaps, tanners generally use small quantities of the pure oil as well. Flemming the great tanning authority, recommends the following "fat-liquor" for chrome tanned sheepskins intended for motor leather:

One-half pound castor oil soap; $\frac{3}{4}$ pound castor oil (neat). The above quantities to make 12 gallons of liquor sufficient for 100 skins.

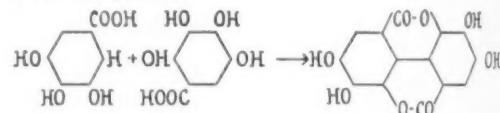
For vegetable tanned leathers he recommends the use of 10% of the castor oil soap and 5% of the oil on the weight of dry leather.

Fig soaps are much used in the preparation of "fat-liquors" for heavier classes of leather. The old fig soap or original material, was made from olive oil foots or unsaponifiable matter. Owing to the relatively large amount of phystosterol in the soap it bore a great resemblance to fig paste . . . hence the name. At the present time cotton-seed oil and tallow are used with the olive oil residue, and although a good commercial soap is obtained, the presence of high melting tallow is to be deplored.

Good curd soaps are also in some demand. Thus genuine mottled soaps, containing about 61% fatty acids and about 0.5% free alkali may be regarded as suitable for use in "fat-liquors." Such fats as rank kitchen grease and bone fat should not be used for leather soaps.

Flake soaps such as "Textile Flakes" are now finding some considerable application in the leather trade, especially in "fat-liquoring" calfskins, kips and light hides.

Soap is used to a lesser extent in scouring vegetable tanned goods. Thus those leathers tanned by means of oak bark, myrobalans, sumac, valonia, etc., must be treated with a very weak alkali, in order to dissolve the "bloom" or brownish yellow incrustation, which disfigures the surface or grain of the leather if kept for any period. This "bloom" is known chemically as ellagic acid and according to the late Professor H. R. Procter, is formed as follows: Hydrolysis of the tanin, either by fermentation or the action of acid, results in the formation of gallic acid; two molecules of gallic acid then unite, partly by oxidation and partly by loss of water, to form ellagic acid:



Ellagic acid is formed from pyrogallol tanning material and not catechol.

A solution of soft soap has a decided solvent action on ellagic acid, and it is usually the custom to add a small quantity of soap to the warm water used in scouring kips and light hides. Thus a suitable solution can be made by using half a pound of soap to four gallons of water. The scouring of hides is usually done by means of a brush, with which the alkaline liquor is rubbed well into the leather, which is rinsed afterwards in cold water and finally "slicked" or "sleeked" out with a steel or brass "slicker."

For light goods such as East India Persians i. e. sheep and goat skins tanned in India with native barks and exported to this country in the crust or tanned conditions, soap is much used to remove the dirt and grease. It is of interest to note that this class of leather contains large quantities of sesame oil . . . 10-15% on the dry goods . . . which gives weight to the leather. Before these skins can be dyed, all this free oil has to be removed. Now soap emulsifies the sesame oil and thus eliminates it, as well as cleansing the leather generally.

The amount of free alkali in soaps for scouring should not exceed 1%. If an excessive amount of alkali is present in the scouring liquor there is great danger of the tannins present in the leather being stripped and the leather rendered poor and empty. Mr. M. C. Lamb recommends 2 ounces of soft soap per dozen skins for East India goat and sheep skins.

In the case of light leathers, the scouring or stripping is best conducted in a drum and prolonged for at least half an hour. The goods are then washed in warm water, then drummed in weak acid solution 1% sulphuric acid or 2% hydrochloric, washed again, when they may be regarded as ready for bleaching or dyeing, etc.

When solutions of soap are treated with salts of alkaline earths and heavy metals, an insoluble sticky substance is formed. The metallic soaps formed are insoluble in water but usually soluble in turpentine or petroleum. This reaction has been made use of in the leather industry to produce a waterproof sole and general heavy leather. A solution of alumina sulphate about 5-10% is brushed over the surface of the leather, which is allowed to dry. After an interval of an hour or so, a solution composed of 10% soft soap solution is brushed well into the pores of the leather. This process is repeated until the leather is absolutely waterproof, which takes two or three alternate applications. Exactly the same process is used in the textile industry. In America a spirit solution of metallic soaps is brushed on to the surface or grain of the leather, and it is claimed that by this method an excellent waterproof finish is given to the leather.

Soap is used in a great many "finishing" recipes for all classes of leather, especially chrome calf and sheep, also harness backs. White curd soap is most popular with tanners. After the leather has been dyed and dried, it is softened by machines, then seasoned or given an application of certain substances in solution which enables the grain to take a bright, dull or metal finish glaze.

Flemming recommends the following season for dull finished calf: White curd soap, 1 pound; neat'sfoot oil, 1 pint; whole flaxseed, 1 pound; beeswax, 3 oz.; nigrosine black 3 oz.; powdered aloes, 1 oz.; wood alcohol, 1 pint. Boil the soap, oil, flaxseed and beeswax one half hour in 2 gallons of water. Cool and strain. Then dissolve the nigrosine in one quart of wood alcohol and add to the finish.

Stir thoroughly.

There are many other applications of soap in the leather industry, but to describe them all would be to encroach upon too much space.

The usual works analysis of soap is generally confined to four or five determinations, which may be said to be the most important from the tanner's standpoint. They are:

(I) Free caustic alkali; (II) Fatty acids; (III) Unsaponifiables; (IV) Water.

Concerning Neatsfoot Oil and Its Adulteration*

By Dr. Martin Auerbach

Under the above title I published in No. 31 of *Seifensieder-Zeitung* some experiences which I had in my laboratory concerning the adulteration and examination of neat'sfoot oils. Some weeks ago there came under my observation an oil on which a test for adulteration was made which certainly is to be designated as original.

The sample was labeled: "Neatsfoot Oil," (purely animal oil).

The appearance of the sample was rather striking. It

showed an unusual fluorescence. By analysis it was established to contain:

Water (volatile at 100°)	traces
Mineral substance	traces
Organic substances (insoluble in ether)	.0%
Unsaponifiable matter	52.5%
Saponifiable matter (by difference)	47.5%
Free fatty acid, as oleic acid	1.6%
The unsaponifiable parts were on account of their fluorescence pronounced to be mineral oil without further investigation. To this decision objection was made and there was submitted to me an analysis which contained the following data:	
Specific gravity at 15°	.890
Freezing point	-6°
Point of turbidity	-1°
Iodine number	40-42
Free fatty acids	2-3%
Unsaponifiable matter	43%

Although every specialist recognizes from these data with certainty that pure neat'sfoot oil is not involved in this case, the attempt at deception was continued by the claim in writing that the oil in question was absolutely pure animal oil, and that most chemists pronounce the unsaponifiable ingredients falsely to be mineral oils. It was stated that in America the chemists involved had become convinced of the fact that the oil involved was in reality 100% pure animal oil.

The further proceedings as well as the further investigations excluding the oil resulted in a perfectly clear picture concerning the attempt at deception. The unsaponifiable matter was in reality not mineral oil, but proved to be wool fat olein by reason of its iodine number and its optical property.

Although I hardly believe that American chemists are willing to designate an oil of this kind, originating it is true from an animal product, as a purely animal oil, I myself had difficulties, in view of these American assertions, to make clear to my agent that the oil was neither a pure neat'sfoot oil—which he was willing to acknowledge in any event—nor in general a pure animal oil.

I believe that this attempt at misleading the consumers of the expensive neat'sfoot oil deserves general interest.

**Seifens.-Ztg.*, Vol. 55, No. 34.

Venezuela Likes American Toilet Preparations

The market for American toiletries in Venezuela is steadily growing. During the last five years the value of these exports from the United States to Venezuela have averaged \$94,000 annually, states Consul H. M. Wolcott, Caracas, in a report made public by the Department of Commerce. There is a fairly large and steadily increasing demand in Venezuela for perfumery and cosmetics, French, American, British and German goods supplying the market.

Shops specializing in the sale of cosmetics and allied preparations and offering treatment in the application of their products intended to beautify the skin and hair have not been established in Venezuela to any extent. However, nearly all the larger barber shops carry cosmetics and toilet waters. Drug stores handle soaps and cosmetics, while perfumery and toilet waters are sold to a large extent by prominent dealers in dry goods, furnishings and general merchandise.

Soap Manufacture in Madras.

(*Special Correspondence*)

The latest Report of the Department of Industries, Madras, which has just been issued by H. M. Stationery, Office in London, states that soap manufacture in Madras is carried on chiefly in the districts of Malabar, North Arcot, Coimbatore, Trichinopoly, Tanjore and Chingleput on a small scale and the products are not of sufficiently good quantity to be able to compete with imported soaps, which have been steadily increasing in value during the last few years:—1923-24, value, 11.36 lakhs; 1924-25, 13.03 lakhs; 1925-26, 16.49 lakhs; 1926-27, 19.56 lakhs.

The Kerala Soap Institute, Calicut, and the Government Industrial Institute, Madras, were the only Government manufacturing concerns under the control of the Department, and the future of this state undertaking has been a matter of some concern to the authorities, but before taking any definite steps, it was decided that an attempt should be made to train apprentices in the methods of soap manufacture. Consequently the retention of the Institute until March 31, 1929, has been sanctioned, and it will continue to be conducted as a commercial concern, though its principal object will be to provide a thorough training in the art of soap making.

Trade conditions during the year were unsatisfactory, the chief cause being the tightness of the money market. There was a considerable decrease in profits earned by industries in general and the soap industry in particular. But in spite of such adverse trade conditions, the volume of business transacted by the Institute, though smaller than in the previous year may be regarded as fairly satisfactory.

The quality of the products of the Institute was maintained at a high level. There was an appreciable increase in the sale of toilet soaps, and this increase may be regarded as a sign of the public's appreciation of their quality. With judicious advertising, and more attractive packing, in which direction steps have already been taken, it is hoped still further to develop this side of the Institute's activities.

Though the Institute has been in existence for some years, and has also occasionally been giving instruction in soap making, proposals for the introduction of regular courses for apprentices were sanctioned only during the year and were brought into operation shortly after the close of the year. The course is one of a period of two years, and is purely practical in character, adapted to the requirements of those with small capital and with moderate education. A shorter course of three months has also been introduced for the benefit of those who are not qualified for taking the longer course.

Owing to the low output of boiled soaps during the year there has been a fall in the quantity of crude glycerine produced. The drought prevailing in Malabar after the failure of the north-east monsoon left the Institute wells almost dry, and the insufficiency of water required for condensing the vapors preventing the concentration of all the available dilute glycerine lyes, Solar evaporation was employed successfully, which saved the situation to some extent. Still in spite of these drawbacks, a quantity of crude glycerine was made, the amount sold being valued at Rs.2320. To obtain the full benefit out of the glycerine plant, it was necessary that the manufacture of boiled soap should be considerably increased, but for reasons already stated the factory cannot work at its full capacity.

In order to maintain the standard of the Institute's products at a uniformly high level, a careful examination of

the raw materials and of the finished products in different stages of manufacture is necessary, and 600 analyses were carried out in the laboratory during the year. Besides these routine tests, about 120 detailed analyses of various soaps made by other factories were made and reported on.

A few brands of borax soap made in India and in Australia, medicated soaps, shaving soaps and special soap like "Margo," "Shavex," "Unit," etc., were also tested with the view primarily to find out their ingredients and to utilize this knowledge to improve the Institute's own products. Essential oils such as sandalwood oil, citronella oil and geranium rose oil, all largely used in the Institute, were tested for adulteration. A number of enquiries for recipes and processes of manufacture of soaps, face creams, candles, edible oils, etc., received from firms and private individuals during the year were suitably answered.

Very valuable research work is being carried on. This includes: (1) experimental work on perfume-yielding materials and other substances used in soap manufacture; (2) refining of oils and fats; (3) hydrogenation of oils and fats; (4) preparation of rosin and turpentine, manufacture of boot polishes and cream, paints and varnishes, lubricating oils and greases, insecticides, fungicides and weed killers.

Finally, it is observed that the Madras Presidency offers a wide range of vegetable and fish oils suitable for the manufacture of soaps and allied products, and the Institute could form a convenient centre for carrying out experiments in regard to the utilization and working up of various vegetable oils. There is also considerable scope for the carrying out of experiments with a view to the more efficient preparation for export of various essential oils.

But the prospects of candle manufacture do not appear to be very hopeful as the market is a declining one.

Patent for Transparent Ribbons or Flakes*

Preparation of transparent flakes or ribbons from mixtures of soaps and oxygen-yielding salts. (German Patent 462524 to Ernst Flammer and Dr. L. C. Kelber). The preparation of transparent flakes or ribbons from dried soaps is known; if, however, it is desired to prepare such flakes or ribbons with the larger addition of oxygen-yielding salts, only untransparent and brittle, easily breakable products are obtained. However, there exists a demand for preparing transparent and more pliable soap flakes.

Now it was found that such products with the desired properties can be obtained if the fatty acids used for the preparation of the soaps are in part transformed into their potash salts, so that there will be found in the dried soap a mixture of potash and sodium soaps.

If this mixture is combined with salts which give off oxygen, there is no difficulty in preparing products which are transparent and elastic. By way of example the process is carried out as follows:

A soap mixture is prepared containing 17% of potash soaps and 83% of sodium soaps, and this mixture is dried. As an example 20 parts of sodium perborate are then used with 80 parts of the dried soap mixture, are thoroughly mixed with it and are then passed through the milling machine. From the milling machine the total mixture then emerges in the form of smooth, elastic and transparent ribbons which may easily be cut up into elastic and transparent flakes.

* *Seifens.-Ztg.*, Vol. 55, No. 32.

The operation is not restricted to the limits contained in the experimental example, namely, of 17% potash soap and 83% of sodium soap, nor to the named quantity of sodium perborate. It is self-evident that in place of certain per-salts mixtures of per-salts, presumably with known additions like alkaline borates and alkaline carborates, may find application. As such salt mixtures there come into consideration, by way of examples, alkaline borates together with alkaline perborates or other per-salts, alkaline per-borates together with alkaline per-carbonates, alkaline carbonates together with alkaline per-salts, that is salts which according to necessity hasten the good washing effect of the soap flakes in the appearance of the article to be washed. Furthermore, corresponding to the kind and quantity of the added salts, the amount of potash soaps and their proportion to sodium soaps may vary. According to the kind and quantity of the added salts or the salt mixtures used the soap mixture of potash and sodium soaps is so selected that transparent flakes are obtained. These relations are easily established by a single trial, after it has been ascertained by the experiment described that the transparency of the flakes, or of the ribbons, can be obtained by the use of mixtures of potash and sodium soaps.

Application for patent:

1. Method for preparing flakes or ribbons from mixtures of soaps and oxygen-yielding salts, characterized by the fact that, a mixture of potash and sodium soaps is used for the purpose of preparing transparent elastic flakes or ribbons.

2. Method after claim 1, characterized by the fact that the soap mixture shall consist of about 17% of potash soap and about 83% of sodium soap, and about 80 parts of this soap mixture are mixed with about 20 parts of sodium per-borate.

Decrease in Exports of Dental Preparations

Although American exports of dental preparations to all countries recorded a drop of \$214,000 or 12 per cent for the first six months of 1928 as compared with the corresponding period of 1927, the decline was only six per cent under the figures for the same period of 1926. Approximately 76 per cent of the total shipments of these products which amounted to \$1,572,000, were destined for 17 countries.

The more significant changes in this trade were the sharp declines in purchases made by the United Kingdom, the Philippines, and Australia and the increase in purchases made by British India, China, and the Netherlands. Although the United Kingdom continues to be the best market for American dental preparations, shipments of these articles to this country fell to \$233,000 from \$549,000 or 67 per cent during the period January to June, 1928, as compared with this period in 1927.

The following table shows a comparison between the 17 best markets for American dental preparations for the first six months of 1927 and 1928:

Value of United States exports of dental preparations for the first six months of 1928: Denmark, \$49,000; Netherlands, \$64,000; Sweden, \$44,000; Switzerland, \$34,000; United Kingdom, \$233,000; Panama, \$26,000; Cuba, \$36,000; Brazil, \$66,000; Chile, \$37,000; Peru, \$30,000; British India, \$171,000; British Malaya, \$52,000; China and Hong Kong, \$121,000; Java and Madura, \$69,000; Philippines, \$63,000; Australia, \$33,000; British South Africa, \$59,000; other countries, \$385,000; total, \$1,572,000.

Features of Soap Materials Market

(Continued from Next Page)

Industrial Chemicals

Although trade in the industrial chemical market had been influenced by temporary shutdowns of quite a number of important consuming plants, the volume of business moving has been substantially ahead of that of a year ago.

Price movements have been within very narrow limits and the market as a whole presents a background of strength, with producers holding more closely to their regular schedule.

Caustic potash has been moving fairly well. High grades have been quite firm, but 80@85 per cent remains unchanged. It is distinctly a sellers' market so far as the alkalis are concerned, with producers having disposed of practically all of their prospective output for the current year.

Other Soap Materials

The course of rosin prices has been more or less irregular with only a fractional change noted throughout the period. Soap makers have not been very active and there has been some slight letup in the demand from the paint and varnish industries. Producers of starch announced a downward readjustment in the amount of 40 cents per 100 pounds effective January 1. Prior to this readjustment, the big buyers had secured the advantages of the lower prices afforded through allowances in the amount of 30 cents and 10 cents per 100 pounds. Later in the period, producers announced an advance of 15c on all grades owing to the upward tendency in the corn market.

World Trade Importance of Soya Beans Growing

Owing to the many new uses that are constantly being found for vegetable oils and the ever increasing popularity of oil cake and meal as a stock feed, oilseeds are yearly assuming a more important place in world trade, according to the Department of Commerce. World production for the year 1926 was approximately 35,900,000 short tons, of which about one-third was exported from the country where it was grown either in the form of seed or as oil and oil cake and meal, says Felix J. Pope, Foodstuffs Division of the Department.

Soya beans were first used for the production of oil and meal in the United States in 1910, imported seed being used. The production in this country has increased rapidly in recent years. Regardless of the fact that production has increased rapidly, it has not kept pace with the demand and the United States is still a large importer.

Bulletin on Fats and Oils Statistics

The United States Department of Agriculture has issued Statistical Bulletin No. 24, prepared by the Bureau of Agricultural Economics, entitled "Statistics of Fats, Oils and Oleaginous Raw Materials." In addition to the statistical tables, there is a copious introduction reviewing the situation generally and classifying the various products with respect to their uses. The bulletin consists of 88 pages and contains information of usefulness to those engaged in the industries affected. Copies may be obtained at 15 cents each from the Superintendent of Documents at the United States Government Printing Office, Washington, D. C.

Best in Its Class

(Joseph Emlich)

I certainly consider your magazine the best in its class.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

The new year has begun with a fairly encouraging volume of business in tallow and grease. While it cannot be said that things have started with a rush, indications point to a fundamentally healthy condition. Thus far the greater percentage of trading has been in greases and No. 2 or the lower grades of tallow particularly that of high titre. It tends to be paradoxical when brown grease and No. 2 tallow bring 8½c. to 8¾c. delivered, while City Extra tallow is being sold at 9c. per pound loose f.o.b. seller's plant. Underlying all this is the wider outlet discovered for stearic acid. The fact that choice white all hog grease has been in the doldrums, selling at 9½c. to 9¾c. New York loose basis, has had a deterrent effect on the better grades of grease. Both A and B white grease have been purchased at a differential of ¼c. to ½c. over brown grease.

Although there appears to be some likelihood that an import duty may be imposed on palm oil and some other vegetable oils, to date no effect is apparent on tallow.

Market conditions continue steady in the Middle West, last sales of Prime Packers' tallow being booked at 9½c. loose Chicago. 40-40 stock has been heavily bought up at 8½c. per pound loose f.o.b. Chicago.

E. H. FREY.

GLYCERINE

Without extraordinary factors appearing to influence the market, the last four weeks are always very dull on account of the holiday season. This year has proved no exception to the rule and the continued mild weather has created no increased demand from the manufacturers of anti-freeze compounds. Refiners have been asking 15½c but have been willing, in certain instances, to sell as low as 15c, depending upon the quantity and location of the buyer. The main point of interest has been the hearing which took place Monday of this week, in Washington, before the Ways and Means Committee of the House of Representatives, to consider an increase in the duty on glycerine. It was urged that there should be a tariff of 6c per lb. on refined and 4c per lb. on the crude. These recommendations will come before Congress at its next session, either directly following the coming inauguration or next December and between now and then, there will undoubtedly be much discussion on the subject, as such a duty would practically prohibit the importing of foreign goods, unless our production diminished to such an extent that the demand exceed the supply which would cause the price to advance materially.

S. L. PARSONS.

VEGETABLE OILS

The demand for vegetable oils from consumers during the past few weeks has been comparatively light and some of the oils have become slightly easier. Crude coconut oil sales were made last at 8½c. per lb. New York in sellers tanks, which is equivalent to 8c. per lb. Pacific Coast. However, report has it that these prices can be shaded at this writing ½c. per lb. The copra situation

in the Philippines is also somewhat easier and offerings of both oil and copra have recently been more plentiful.

Palm oils and palm kernel oil for nearby deliveries are steady as stocks available here and for early shipment from Europe are not very large. The forward positions of these oils are slightly easier. The olive oil foots situation at this writing is peculiar in that stocks for prompt or early February delivery here are exceedingly light and sales of small lots in barrels for immediate delivery have been made at 11½c. per lb. New York. These are old crop deliveries but new crop foots available for delivery here about March are much lower.

The tariff investigation now in session at Washington will undoubtedly influence activity and price during the next few weeks.

A. H. HORNER.

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra 9c. Edible, New York, 9½c. Yellow grease, New York, 8½c. White Grease, New York, 8¾c@9¾c.

Rosin, New York, January 15, 1929:

Common to good	8.75	I	9.55
D	8.90	K	9.75
E	9.25	M	10.00
F	9.45	N	10.45
G	9.50	W.G.	11.45
H	9.55	W.W.	12.45

Starch, pearl, per 100 lbs.	\$3.72 @
Starch, powdered, per 100 lbs.	3.82 @
Stearic acid, single pressed, per lb.17½@ .18
Stearic acid, double pressed, per lb.18 @ .18%
Stearic acid, triple pressed, per lb.20 @ .20%
Glycerine, C. P., per lb.15½@ .17
Dynamite12½@ .13
Soap, lye, crude 80 per cent, loose per lb.07½@ .08
Saponification, per lb.08½@ .08%

Oils

Coconut, edible, per lb.10 @ .10%
Coconut, Ceylon, Dom. per lb.09½@ .09%
Palm Lagos, per lb.09½@ .09%
Palm Niger, per lb.08½@ .08%
Palm kernel, per lb.09½@ .09%
Cotton, crude, per lb., f. o. b., Mill.08½@ .08%
Cotton, refined, per lb., New York.10%@ .10%
Soya Bean, per lb.13½@ .13%
Corn, crude, per lb.10%@ .10%
Castor, No. 1, per lb.13½@ .13%
Castor, No. 3, per lb.12½@ .12%
Peanut, crude, per lb.12 @ .12%
Peanut, refined, per lb.13½@ .13%
Olive, denatured, per gal.13½ @ 1.50
Olive foots, prime green, per lb.10½@ .10%

Chemicals

Soda ash, 58 per cent, per 100 lbs.	1.37 @ 1.72
Soda Caustic, 76 per cent, 10 lbs.	2.90 @ 3.00
Potash, Caustic 88@92 per cent, per lb. N. Y.07½@ .07%
Potash, Carbonate, 80@85 per cent, per lb. N. Y.05½@ .05%
Salt, common, fine per ton.	15.00 @24.00
Sulphuric acid, 60 degrees, per ton.	11.00 @12.50
Sulphuric acid, 66 degrees, per ton.	15.50 @16.50
Borax, crystals, per lb.03 @ .03%
Borax, granular, per lb.02½@ .03
Zinc, oxide, American, lead free, per lb.06½@ .06%

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¼@ 13½
¾@ .13
@ Nom.
½@ Nom.
@ 1.50
½@ .10%

7 @ 1.72
0 @ 3.00

7½@ .07%

5½@ .05%
0 @ 24.00
0 @ 12.50
0 @ 16.50
3 @ .03%
2½@ .03
6½@ .06%